

Leslie's

Illustrated Weekly Newspaper

Established in 1855

FEB 10th 1916

Price 10 Cents



Copyright 1916, by
Leslie Judge Co., N. Y.

SOMEWHERE IN FRANCE"

Painted by
F. J. Blumenthal
for LESLIE'S WEEKLY

Send Coupon For These Books

Send no money. The coupon alone will bring this great agricultural library which tells every important secret of successful farming.

See for yourself the \$4,000,000 worth of farming facts these books contain. Go through the wealth of information on tested methods and money-making facts given on every page—facts on practical dairying, on fruit growing, on animal diseases, on grain growing, on hog, sheep and cattle breeding, on bees, on poultry—facts on everything pertaining to money making from the soil.

Just send the coupon. We will ship the complete set to you at once. Read the wonderful offer we are making. Read especially our offer of the **free book** by the Hon. F. D. Coburn written especially for this work.

Farmer's Cyclopedia



(Authentic Records U. S. Dept. of Agriculture)

This library gives in condensed but complete form, the records of observation, inquiry and experiment which government experts have spent ten years in time and over \$4,000,000 to secure. Practical instruction for the man with only a garden, as well as for the man with a 10,000-acre ranch. Classified, indexed and cross-indexed—every fact immediately accessible. 7 big volumes containing 5000 pages, 3,000,000 words and hundreds of pictures, give you clearly and concisely just the information you want about any and every branch of farming. They tell you what to do and what to avoid to make your land pay the biggest possible profits.

For only a few cents a day you get a complete course in agriculture and in ten minutes' reading you may find one fact that will be worth many times the price of the books. So send the coupon for the free examination.

Partial List of Contents

Feed and Care of Dairy Cows (This alone worth the price)	Fruit (How to get a larger yield. How to avoid insect pests)	Soils and Fertilization (Make your land yield more)
Feeds and Feeding for Beef (A wonderful work)	Poultry Problems Solved (No other books on poultry ever need be read)	Farm Buildings (How to plan and build on the farm)
Diseases and Insect Pests (How to protect cattle and crops against them)	Latest Facts and Investigation on Every Farm Product (Insures bigger, better crops with less labor)	Domestic Science (Comfortable, economical farm housekeeping)
Profitable Hog Raising (A complete library on the hog)	Every Phase of Farm Management (From Government Experiments and Researches)	(Lightens the work of the housekeepers)
Success With Sheep (Every question answered)		And thousands of other subjects of vital interest and value.

Hon. F. D. Coburn

America's greatest agriculturist, has written a valuable manual to use in connection with the Cyclopedia. And you get this book with the 7 big volumes. You pay nothing for Mr. Coburn's advice and suggestions. Not a cent for the benefit of this master farmer's vast experience.

Send the Coupon Without Money

Send the coupon and get the books for 10 days' inspection. Then if you want them, send us 50 cents as first payment and follow this with only \$2 monthly for a year. \$24.50 in all. Otherwise tell us you want to return them. Don't miss this chance. The decision is in your hands. You can lose nothing. Send the coupon today.

Doubleday, Page & Co.
Dept. 2412, Garden City, New York

Doubleday, Page & Co.

Dept. 2412

Garden City, New York, N. Y.

Send me, all charges prepaid, the complete set of Farmer's Cyclopedia (Abridged Records of U. S. Dept. of Agriculture) in 7 big thick volumes—bound in strong buckram. If not satisfactory, I will tell you so in 10 days and you will tell me where to return the books at your expense. Otherwise I will send the set down and then \$2.00 monthly for 12 months.

Name _____

Address _____



Must I tackle another day of this?

He hates his work because it's the wrong work for him. It's drudgery in which he can never make a real success. Yet he could be a big man—a joyous worker if he only knew where his real talent lies. The man who has found his work does not merely exist, he lives, and lives grandly. His work gives him joy. He grows in power, in wisdom, in health, in efficiency and in success. He will leave the soft jobs to weaker men. And there will be a song in his heart. The work you love is as natural as hunger, or love, or pleasure, or laughter. Stop doing the work you hate—find out what you are really fitted by nature to do from

"ANALYZING CHARACTER"

The New Science of Judging Men; Misfits in Business, the Home, and Social Life.

Dr. Katherine M. H. Blackford's new book based on the Science of Character Analysis. 480 pages. Illustrated.

IT tells you the value of character analysis to you in your business, in your social life—in your home—in your health. It teaches by science, philosophy and by personal experiences. It tells you how failures found the way to success. It teaches you how to know what you are best fitted for—how to employ other men—and know at a glance what they are best fitted to do. The man who succeeds must know himself and others. One section of the book alone is equal to a complete course in salesmanship. It explains the psychology of selling—how to handle your customer.

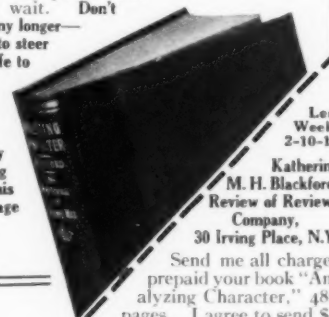
Are You One of These?

- 1—Too frail for physical work yet compelled to do it through lack of mental training.
- 2—Too vital for physical work but without sufficient training for executive work.
- 3—Too active for sedentary work but compelled to do it through circumstances.
- 4—Too active for executive work, but forced into a position of authority.
- 5—Too restless to study and too ambitious for the mere manual labor, which results from a lack of sufficient education.
- 6—Too impractical for business life, yet ambitious commercially.
- 7—Too lazy mentally for high-class mental work yet ambitious for commercial, artistic or literary fame.
- 8—The natural-born farmer whose proud parents prepare him for a profession.
- 9—A clerk, teacher, salesman or other "white collar" man who ought to be wearing overalls.
- 10—A woman with professional or commercial ability condemned to be a household drudge. A woman with domestic talents forced by pride or circumstances into the business world.
- 11—Detail man trying to do executive work. Natural-born executive compelled to do detail work.
- 12—Careless person given work which demands great care and prudence. Careful and conservative person given work which demands the willingness to take chances. Thoughtless and impulsive person consigned to plodding, painstaking vocations. Thoughtful, philosophic and deliberate person trying to keep up the pace in the hurly burly of some swift-moving vocation.

Read this book and find out how to stop being a square peg in a round hole.

SEND NO MONEY

AS long as this first edition lasts you can have this work at a lower price. The advance demand for this work almost takes up the edition. Get this book and look it over. If you do not find in it matter that will make important differences to you in your work, in your health, in your success, in your social relations, send the book back, otherwise send the small introductory price. But don't wait. Don't drift any longer—begin to steer your life to a definite goal. Begin now by sending for this 480-page book.



Less. Week. 2-10-16

Katherine M. H. Blackford, Review of Reviews Company, 30 Irving Place, N.Y.

Send me all charges prepaid your book "Analyzing Character," 480 pages. I agree to send \$3 in five days, or return the book at your expense.

KATHERINE M. H. BLACKFORD, M. D.
THE REVIEW OF REVIEWS CO.
30 Irving Place New York

Name _____
Address _____

FREE SERVICE TO LESLIE'S MOTORISTS

Would you like to have expert advice about the operation of a motor car, motor cycle, or motor truck?

The services of H. W. Slauson, motor department editor of Leslie's, are yours for the asking—that's one of your privileges as a subscriber to Leslie's. Thousands of our subscribers are making very practical use of this department.

Simply fill out the coupon, writing detailed questions on the margin—or write a letter or postal card—as is most convenient.

MOTOR DEPARTMENT LESLIE'S WEEKLY

Gentlemen:

I own a
(Give maker's name and year of model)

Motor Car

Motor Cycle

Motor Truck

Please send me free of charge the following information: Best

Touring Routes*

From to

Accessories

Selection or care of tires

Repairs (Give nature of Trouble)

Name

Address

*Maps will be furnished as supplements to replies when necessary. The inquirer may consult and take notes from the map, returning same without the slightest obligation; or if the map is kept, its nominal price may be remitted to the publisher.

Les. 2-10

LESLIE'S

ILLUSTRATED WEEKLY NEWSPAPER

The Oldest Illustrated Weekly Newspaper in the United States
Established December 15, 1855

EDITED BY JOHN A. SLEICHER
"In God We Trust"

CXXII

THURSDAY, FEBRUARY 10, 1916

No. 3153

CONTENTS

Cover Design, "Somewhere in France." Painting by	E. L. BLUMENSCHNEIN	153
Editorial	DR. WILLIAM ALDERSON	155
War's Human Wrecks. With photos		156-57
Pictorial Digest of the World's News	CHARLTON BATES STRAYER	158
The Trend of Public Opinion. With photos	THOMAS F. LOGAN	159
Watching the Nation's Business. With photos	ED A. GOEWY	160
Seen in the World of Sport. With photos		161
People Talked About. Photos	F. J. SPLITSTONE	162
The South's Prosperity. With photos		163
In the Iron Clutch of War. Photos	HOMER CROY	166
Laughing Around the World. With photos	LEROY FAIRMAN	168
Giving the Buyer the Best.	W. E. AUGHINBAUGH	170
Taxes on Trade. With photo		172
Gasoline at Work and at Play. Photos	MINNA IRVING	173
Valentine of Peace. Poem		176
Jasper's Hints to Money-Makers. With photos		

SUBSCRIPTION OFFICES: Main office—Brunswick Building, 225 Fifth Avenue, NEW YORK. Branch subscription offices in thirty-seven cities of the United States. European Agent: Wm. Dawson & Sons, Ltd., Cannon House, Brems' Bldg., London, E. C., England. Subscriptions for all the publications of Leslie-Judge Company will be taken at regular rates at any of the above offices. Annual cash subscription price \$5.00.

Persons representing themselves as connected with LESLIE'S should always be asked to produce credentials.

CHANGE IN ADDRESS. Subscriber's old address as well as the new must be sent in with request for the change. Also give the numbers appearing on the right hand side of the address on the wrapper. It takes from ten days to two weeks to make a change.

Address all Correspondence to the Leslie-Judge Co., 225 Fifth Ave., New York, N. Y.

EDITORIAL OFFICES: Main office—Brunswick Building, 225 Fifth Avenue, New York. Washington representative—28 Post Building, Washington, D. C.

To Contributors: LESLIE'S will be glad to consider photos submitted by any amateur or professional.

Contributors are requested to state—1. Whether such photographs have been previously published. 2. Whether they have been sent to any other paper. 3. Whether or not they are copyrighted.

Copyright 1916, by Leslie-Judge Company. Publishers. Entered at the Post-office at New York as Second-class Matter. Entered as Second-class Matter at Post-office Dept., Canada. Cable Address "Judpark." Telephone 6632 Madison Square. Published weekly by Leslie-Judge Company, Brunswick Bldg., 225 Fifth Ave., New York. John A. Sleicher, President. Reuben P. Sleicher, Secretary. A. E. Rollauer, Treasurer.



For those who drag thro' life

To the man who has known in the past the energetic pleasures of hard work but who today finds that almost every effort seems a burden, even downright illness would be preferable.

A change of scene, or prolonged rest, would help—if duties would permit. "You need a tonic," friends will say. Yes, but not a tonic that merely stimulates, but one that truly reconstructs, rebuilds what has been torn down.

The success that Sanatogen, the food-tonic, has achieved in giving body-strength and nerve-force, not as a loan but as a lasting possession, gives us the confidence to recommend it to all whose bodies thus seem to have lost their balance.

Sanatogen

THE FOOD-TONIC

you must know, is a food that acts as a tonic. So pure and true that even the most enfeebled digestion can absorb it, so distinctive are its powers that it enables the digestion to get the maximum nutriment out of the ordinary diet, so decisive are its tonic effects that they seem "simply wonderful," as Arnold Bennett, the novelist, puts it.

So you may be sure that whatever promise of help Sanatogen holds out to you is based not merely upon plausible claims, but upon actual performances in the past, proven and guaranteed a thousand-fold by the testimony of actual users and the medical profession itself, as expressed in signed letters written by over 21,000 physicians.

Sanatogen is sold by good druggists, everywhere, in three sizes, from \$1.00 up

Grand Prize, International Congress of Medicine, London, 1913

Send

for Elbert Hubbard's Book — "Health in the Making." Written in his attractive manner and filled with his shrewd philosophy together with capital advice on Sanatogen, health and contentment. It is FREE. Tear this off as a reminder to address THE BAUER CHEMICAL COMPANY, 26M Irving Place, New York City.



Stewart Hartshorn



Benjamin Correct Clothes
FOR MEN AND YOUNG MEN
NEW YORK, N.Y.

(You know these trade-marks through National Periodical Advertising)

OUR constantly expanding science of economics will have to be rewritten now to include those great social forces, national advertising and trade-marks, which hitherto have been left out of scientific discussions because we did not understand their relation to the modern theory and practice of distribution.

Trade-marks and national advertising are great social forces because they enable the manufacturer or the grower of a good product to sell it to the maximum number of people and thus to win the commercial reward which is due the man who invents, makes or grows a good product; and because they enable the maximum number of consumers to identify and buy the prod-

uct which is good enough to warrant national distribution.

Without trade-marks and national advertising the good product would always be limited to local or intermittent distribution and would be sold at the high prices which must accompany partial distribution.

Without trade-marks and national advertising the consumer would lose the economy of prices based on quantity production and would lose the certainty of quality which attends trade-mark identifications.

Trade-marks and national advertising are the two most valuable public servants in business today. Their whole tendency is to raise qualities and standardize them, while lowering prices and stabilizing them.

Leslie's

Illustrated Weekly Newspaper

MEMBER OF THE QUOIN CLUB
THE NATIONAL PERIODICAL ASSOCIATION

In answering advertisements please mention "Leslie's Weekly"



“Cadillac—Standard of the World” — *a phrase or a fact?*

IS THE Cadillac, in fact, the Standard of the World?

Is it the one car which is accepted as a pattern of excellence and efficiency?

Look back over the past twelve years and ask yourself what other car has wielded so wide an influence over the industry.

Ask yourself if motor cars, as a whole, are not better cars today because of Cadillac progressiveness and Cadillac initiative.

You recall that the first Cadillac was also the first practical, enduring motor car.

You remember the period in which the Cadillac inaugurated the thorough standardization of parts.

You remember that the Cadillac accomplished also the first production in large quantities of a really high grade car at a moderate price.

The introduction by the Cadillac of electric starting and lighting is still fresh in your memory.

And you know finally, that the Cadillac as a climax to its other constructive contributions to the industry, brought forth the high-speed, high-efficiency V-type engine.

Around the world that V-type multi-cylinder engine is admittedly at the zenith of design and of efficiency.

And the Cadillac has pushed the process of perfecting the V-type engine to the highest point yet attained.

Upon its first appearance, the Cadillac Eight received the unique tribute of a larger purchase on the part of other makers than any other car has probably ever known.

Its scientific design and superb workmanship compelled their most intense admiration—its performance was pronounced nothing short of marvelous.

If the Cadillac had not been the standard of the world before, the V-type multi-cylinder Cadillac would have made it so.

It has become the standard of the world in smoothness and in swift acceleration, in flexibility and in hill climbing power.

It is the world's standard in its incomparable roadability, its luxury, its ease of operation and control, and in absence of fatigue after long journeys.

These characteristics, added to its world-wide reputation for dependable and enduring service, have furnished for the industry, *new inspirations—new incentives—new goals for ambitions.*

Is not the Cadillac deserving of the title it has so long and so honorably held?

Is not the Cadillac, in fact, the Standard of the World?

Styles and Prices

Standard seven passenger car, five passenger Salon and Roadster, \$2080. Three passenger Victoria, \$2400. Four passenger Coupe, \$2800. Five passenger Brougham, \$2950. Seven passenger Limousine, \$3450. Berlin, \$3600. Prices include standard equipment, F.O.B. Detroit.

Cadillac Motor Car Co. Detroit, Mich.

EDITORIAL

LET THE THINKING PEOPLE RULE!

THE POWER OF A GIANT

IT is well to have the power of a giant, but it is an old saying that it is not well to use it as a giant.

Supreme power is lodged by the people in their government. It is given to be used for the people, yet often it is shamefully abused.

On the pretense that it was for the benefit of the people, the power of the government has been used to dissolve great business enterprises, to shackle railroads, to drive our shipping from the seas, to untax the foreigner and place new burdens upon our own citizens.

What was the ulterior motive for this deceptive and destructive work? It was to get votes and strengthen partisan control.

Was it the work of statesmen? Obviously not. A statesman is a constructive factor.

It was the work of the demagogue, the ranter, the soap-box orator, the denunciators of "privileges" except those that they themselves would enjoy.

Demagogues have run riot with their delegated authority. They have assumed that they were the creators of the power that belongs to the people and that the people entrusted to them.

They have usurped the functions of the voter. They have spurned business men as "lobbyists." They have rejected the advice of bankers and stigmatized them as creators of "a money trust."

Swollen with the pride of authority, they have spent the people's money like drunken sailors piling up the obligations of the government, regardless of protest. Facing a deficit, they have imposed new taxes to burden a patient, long-suffering and patriotic people.

They forgot that those who gave them the power to rule could take it away from them, and that the strong hand of Retribution would be laid on those who had shamefully abused their trust.

A free people of the freest Republic have been misled, time and again, to trust their government to demagogues instead of statesmen, on the promise of honesty, economy and efficiency in the public service.

None of these promises has been fulfilled. Hating the deceiver as justice hates injustice, the people are turning from the demagogues to the statesmen.

Let legislators bear this in mind. Let them use the power the people have given as the people demand that it shall be used.

What the people gave they can and will take back.

THE JEW AS A PATRIOT

ALL prejudice is unreasonable. None is more irrational than that against the Jew. Certain of the countries now at war have been the seat of the most rabid anti-Semitism. Prominent Jews are, therefore, anxiously asking, How will the Jews come out at the end of the war? But first, what has been the effect already upon the Jews in war-stricken Europe? Their desperate condition in the three Polands it would be hard to exaggerate. Writing in *The Menorah Journal* on "The Jewish Problem Today," Mr. Jacob H. Schiff says, "Conditions in Russian Poland are such that Belgium's plight is a mere bagatelle in comparison. The Jewish people there have been outraged in the most terrible manner, both by the Poles, who denounced them as enemies and spies, and then by the Russians themselves, who treated them as such. It is only after the Russian armies are forced to leave that the Jews are given protection by the Germans."

The Jewish problem will not be solved until the Jew is free to go where he pleases, live where he pleases and trade where he pleases, i. e., there must be the entire removal of the Pale; the Jew must be as free in his movements as any other man. Mr. Schiff has little faith in the war-time promises of Russia as to what she will do for her Jewish subjects, as the world has been so often disappointed by Russia's promises. His fears, however, that England, too, may become anti-Semitic through her alliance with Russia, are not well-founded. England has for a long while been one of the best friends of the Jew. Mr. Schiff thinks he now sees signs of a change, but the world will be slow to believe that the Jews will lose in England the rights won by them through the tedious processes of the centuries.

The Jew is a man without a country, but a man of many countries. In this war he is making convincing evidence of

STOP THE UNCERTAINTY

BY WILLIAM H. BARR, PRESIDENT NATIONAL FOUNDERS' ASSOCIATION

WHY shall we not demand the co-operation of the Government instead of its antagonism and continued abuse perpetrated in the name of the people? This question is especially timely in view of the unswerving support which has been given President Wilson by business men, regardless of political affiliations, in a solution of the trials by which he is beset. Unfortunately, while President Wilson has in various statements assured us that the size of an industry is not a crime, the Attorney-General appeals to the Supreme Court in an effort to prove the contrary, thus leaving business in a state of uncertainty.

his patriotism on both sides, and in every country, even in Russia, the loyalty of the Jew to the land of his birth or adoption should secure to him the rights enjoyed by others.

LET THE PEOPLE RULE

TWO city firemen of the first grade in New York have just been sent to State Prison for burglary and grand larceny committed during the progress of a fire while they were supposed to be saving property.

Employees in a machine shop in Brooklyn, N. Y., sprinkled sulphuric acid on a chair just before a boy working in the establishment was getting ready to work. He sat down on the acid and was so terribly burned that he died after a night of agony.

Fraudulent schemes suppressed by the Federal Government have filched over \$239,000,000 from the gullible American public in the past four years. One concern had receipts of \$350,000 last year, and the promoter of a fake anti-fat preparation was able to spend \$50,000 in a single month on advertising. People in ill-health seem to be the most gullible. A metal finger ring, called an electrochemical ring, guaranteed by its promoter to remove all excess of acid in the system and thus to cure and keep cured such diseases as St. Vitus's dance, adenoids, gout, Bright's disease, epileptic fits and cancer, brought in to this benefactor of the public \$46,500 last year. Winsome widows, matrimonially inclined and reported to have snug sums in the savings banks, prove to be good bait to draw cash from susceptible bachelors. There is no record of any happy marriages following the receipt of the five-dollar application fee. "Lucky stones" costing from 2½ cents to 15 cents apiece by the thousand and sold to victims at \$1 each brought in to the thrifty dealer over \$300,000 during the last fifteen years. The past few years his receipts have averaged \$44,000 a year. By a strict enforcement of the postal regulations, the number of frauds has been greatly decreased. The activity of the Post Office Department is shown in the investigation of over 15,000 cases and the receipt of about 200,000 communications relating to fraudulent use of the mails during the past four years.

Can the people rule?

THE PLAIN TRUTH

NB. Preparedness not only means men, but it means munitions and money. To have the men is only to have one-third of what we need. An abundance of munitions with our finances on a sound basis is just as essential. The foundation for peace is national prosperity.

VICE! No scientific study of the social evil has ever compromised with the vice because it is as old as the world. All the commissions active in this field a few years ago had, as their ultimate aim, absolute extermination. The Bureau of Social Hygiene, of which John D. Rockefeller, Jr., is chairman, reports, as the result of a recent survey in New York City comparing vice conditions with three years ago, that the social evil has been reduced in amount and made less conspicuous. Various civic organizations have co-operated to bring this about, and the city administration has heartily supported the movement. The survey praises the work of Police Commissioner Woods in grappling with the evil so intelligently and persistently. Three years ago there existed collusion between exploiters in vice and the police and police officials in New York City. Through an honest administration of the police department at the top, commercialized vice has been reduced to a minimum. This is the best answer to those who have insisted that the blackmailer of vice was too strong to be overthrown.

COMMON SENSE! The fruit-growers of California are anxious to form a combination to market their dried fruit crop and are wondering whether they can do it without violating the anti-trust law. The crop is worth \$50,000,000. Bankers have agreed to advance the money to the fruit-growers provided the latter will organize and have their products standardized, inspected and labeled. Heretofore, there has been such a glut of fruit upon the market at times that the producers have had to sell at a sacrifice. It is proposed by the combination to regulate the supply so as not to overstock the market and thus depress prices ruinously, but it is feared that the anti-trust law, which forbids all combinations of this character, will stand in the way. Why should not the fruit-growers have a right to protect their interests? Why should not the manufacturers of steel or any other product have a right to regulate their output so as not to flood the market at one time and leave it bare at another? Why should there not be stability in the output of our factories so that the laborer might be assured of employment the year round with no periods of idleness because of an over-supply of a product? Isn't this the common-sense view of the situation? It is one that the trust-busters never were able to see. The public is learning slowly, and the day of better things is dawning.

COSTLY! The usual result of minimum wage legislation is a minimum number of workers. Inefficient workers, for whose protection minimum wage laws are designed, are by the stern law of necessity eliminated in favor of the more efficient who can actually earn the wages prescribed by the state. Convincing proof of this is found in a report made by John L. Whiting-J. J. Adams Co. of Boston, brush manufacturers for over 105 years. Beginning the year from August 15, 1914, it was decreed that women and minor workers in the brush industry of Massachusetts should receive a minimum wage of \$8.37 a week, and during the first year 65 per cent. of that amount. A few women and minors have benefited, but almost half the number previously employed have lost their positions. In a September week in 1913, before the law went into effect, 397 women and minors were employed at an aggregate wage of \$2,264.43. In the corresponding week of 1915 the number of workers was reduced to 202 and the wage to \$1,410.67. "The principle of obliging manufacturers to pay \$8.37 to workers of only \$5 or \$6 earning capacity has resulted," says this company, "in complete idleness for those who are prevented being paid what they can earn. We have not yet discovered a buyer who will pay us one cent more for a brush in order that we may pay women \$8.37 a week." Legislation of this sort is destructive, not helpful. Instead of improving the condition of brush workers it has thrown hundreds out of employment, and, by putting the manufacturers at a disadvantage in competition with states where workers are paid only what they are worth, has inflicted great injury upon the brush industry of Massachusetts.

WHY? Why are the orphan wards of New York City compelled to live in filthy, unsanitary private institutions where they are overworked and underfed, and where no vocational training is given to fit them for life? Why does the State Board of Charities still give its certificate of approval to such institutions after Commissioner of Public Charities, John A. Kingsbury, has investigated them and reported that they fail to maintain a minimum standard of care and decency? The answer is "politics," which continues to be the enemy of efficient government. Mr. Kingsbury asserts that a year ago eighteen private institutions caring for 5,100 city wards at a monthly cost of \$61,000 were in an unfit condition. By refusing to send more children to such institutions, he has been able to restore eight of these to the approved list. The first institution to which the department refused to send any more children sheltered 350 boys and girls, 220 of whom were city charges. Not a room, hall or closet was clean, the plumbing was old, dirty and foul-smelling, all beds were infested with bugs, and without pillows or springs, with mattresses torn and dirty. The law forbids the Commissioner of Charities to pay any public moneys or commit children to any institution which has not the certificate of approval from the State Board. At the same time he is prohibited from withholding funds from institutions which have this certificate, or transferring children from them, however unfit they may be. Because of political pressure the State Board of Charities continues to give its approval to ten unfit institutions caring for 2,300 babies and growing boys and girls at a cost to the city of \$26,000 a month. And the hands of an honest Commissioner of Public Charities are tied. Shameful!

WHITE TRUCKS

PREDOMINATE *in this*

Country TWO to ONE



THE truck users of this country purchase each year twice as many White Trucks as trucks of any other make, and further recognize their superior value by paying a higher purchase price. This predominance is not confined to a few localities or special lines of business. It is nation-wide, among all classes of users, ranging from retail butchers to the great packers, from small municipalities to the United States Government, from local oil distributors to the chief refining companies, from small retail merchants to the big department stores. A significant feature of White Truck distribution is the high percentage of multiple and repeat purchases by concerns whose transportation experts know exactly what a given truck is worth.

STABILITY OF SERVICE AND PERMANENCE OF ORGANIZATION

Large output warrants a degree of service to White Owners which no lesser distribution can support. It insures also a stability and permanence of organization on which owners can confidently rely—no inconsiderable asset in these days of elimination and consolidation in the motor industry. The purchase of a White Truck is an investment with high net earning power behind it and with *permanence*, both of truck value and of White Company service.

Some of the Larger Users, Owning 15 or more White Trucks

B. Altman & Company	67	Los Angeles Brewing Company	15
Armour & Company	95	Mandel Brothers	17
Associated Bell Telephone Companies	89	National Casket Company	15
Atlantic Ice & Coal Corporation	15	New York Board of Fire Underwriters	18
Atlantic Refining Company	91	Oppenheim, Collins & Company	21
City of Baltimore	15	Frank Parmelee Company	18
Boggs & Buhl, Inc.	25	City of Pittsburgh	15
City of Boston	25	The Rosenbaum Company	34
City of Cleveland	19	Schulze Baking Company	21
Cleveland-Akron Bag Company	19	W. & J. Sloane	19
Coco Cola Bottling Companies	40	Standard Oil Company of California	25
Gimbel Brothers	58	Standard Oil Company of Indiana	129
Glacier Park Transportation Company	20	Standard Oil Company of New York	127
B. F. Goodrich Company	17	Standard Oil Company of Ohio	18
Gulf Refining Company	186	Stern Brothers	19
Joseph Horne Company	42	Supreme Baking Company	23
Kaufmann Brothers	44	Union Oil Company of California	22
Kaufmann & Baer Company	48	U. S. Government Post Office Department	109
		Ward Baking Company	23

The Above 37 Owners Operate a Total of 1603 White Trucks

The **WHITE COMPANY**
CLEVELAND

White Trucks Received the ONLY GRAND PRIZE awarded Motor Trucks at the Panama-Pacific International Exposition, San Francisco

WAR'S HUMAN WRECKS

CARING FOR THE WOUNDED IN THE GREAT EUROPEAN CONFLICT

BY DR. WILLIAM ALDERSON

EDITOR'S NOTE.—This is another of the writer's moving tales of experience in the world war. Dr. Alderson acquired personal knowledge of the situation by many months' service in the medical corps at the front and he tells his story with rare skill.

It was a rain-soaked note, written on a scrap of paper evidently torn from a note-book, that the motorcycle orderly handed me. Written in all formality it merely requested that, if not putting me to much trouble, would it be possible to send ambulances to Zuydschoote for the purpose of bringing in some wounded. The appeal was in the closing lines: "We have suffered much!" The note was signed by the Commandant of the French Marines, beloved by officers and men alike, and I knew that his need must be great.

To get to Zuydschoote from Elverdinghe a winding road through fields and farms had to be taken. The village was a typical Belgian settlement; just one street with, perhaps, two-score houses on it; a church, post-office and half a dozen *estaminets* (little cafés). Now, all that is left is a portion of the church tower and one wall, fragments of the walls of less than a dozen of the houses and the rest—merely heaps of bricks and stones.

THEY DID THEIR FULL DUTY

The marines were a division of the Ninth French Army, to which at that time I was attached. They had been ordered into Zuydschoote and told to hold it, and they did their duty. Two thousand of them went into that village and a week later less than 500 were able to march out of it. The balance were either buried in the fields or were on their way to hospitals in the south of France—maimed for life. They were not the regular "handy men" either. They were reserve men—fishermen, longshoremen and such from the ports of southern France who had served their time in the navy. Mostly of middle age and older, they had none of the rash enthusiasm of youth. They were settled in their little seaside occupations when the call came. When the ambulances went up in the early dawn for their wounded there was always a score from the trenches who had fistfuls of letters and postal cards to send back to the base—and 95 per cent. of them were addressed to "Bon Femme" or "Ma Famille." Seven ambulances and a wagon, all, of course, motors, were all we had at Woesten (three miles from Zuydschoote) when the call came. While the orderly was having a cup of hot coffee a call was issued for volunteers. All responded and the drivers were picked—this causing much dissatisfaction among those left.

A THRILLING RIDE

As it happened, the driver of No. 13 Ambulance knew the road best, having been over it with me several times. So I elected that he should lead the procession with me beside him on the front seat. No lights could be used and a knowledge of the shell holes—some of them four feet deep in places—was necessary. It is needless to say that it was raining. In addition there was a cold wind and the roads were knee deep in mud. From Woesten to Elverdinghe there "was nothing to report." It was merely a case of dodging regiments going in and out—slipping past ammunition trains hurrying to the insatiable guns—crowding into the ditch as a car driven by a wild Parisian

chauffeur dashed past bearing staff officers to the front—and stopping now and then an incoming convoy of horse-driven ambulances to ask "how is it up there?" At last into Elverdinghe—and the tide of traffic swings off to the right toward Ypres. We are bound the other way, where the marines are holding the line. A warning to the drivers and orderlies not to strike a light and to put out all cigarettes, and we turned to the left and were out on the road to Zuydschoote.

We cannot take the main road through Boesinghe (where the first big gas attack came later and where Canada gave her best to save the Empire) because the road is being shelled and we would be in view of the enemy trenches when the star shells broke, so we must take our way by a winding road through the fields. A foot deviation on either side—and there's a two-foot drop into a ditch. I had to remember where the shell holes were and I was bound not to show hesitation or fear—for that's the officer's part! Came a period of running ahead and throwing a small flashlight on the edge of the shell holes. "Twenty-two's in the ditch, sir," was the next thing. "Tell him to get in further so that the other cars can get past and then make his best way out," is the reply.

THE HORRORS OF WAR

Past an old farmhouse and mill—now in ruins—and then the shells start falling along the road. The Germans evidently think that a regiment is coming in to relieve



WAR'S LIFE-SAVERS AT WORK

French ambulance corps removing some of the wounded from the bloody battle-field of the Yser.

"Too many, Monsieur Doctor. My children have suffered heavily and we will need many times the ambulances you have."

They had indeed suffered heavily. They had been told to attack, with the object of another division making the real attack further up the line. They obeyed orders—and suffered accordingly. For the whole night the ambulances went back and along that shell-shattered road and before morning nearly a thousand marines were taken to aid posts where they obtained the service it was impossible to give them in the trenches. Back at the "Poste de Secours" at Woesten and Oostvleteren the marines were cared for. Some were operated on immediately, for their wounds admitted of no delay. The rest waited for the ambulance train which ran along by the roadside and took to Dunkirk those whose wounds allowed removal. In box cars, in cattle trucks (the sign was on them all "eight horses or twenty men"), in converted passenger cars, they went back to the towns whence they came—but behind them they left an equal number of their comrades who would nevermore see the busy quays of Marseilles, Havre or Boulogne.

Next day the Chasseur Alpines and the hussars relieved what was left of the marines. The Commandant held in his hand a list of those who had given their lives or bodies for their country and as he turned to leave said:

"Of all my children there are not fifty left uninjured. We held our place—but for what? How will that satisfy their wives and children?"

And there was no answer I could make.

RED-TAPE'S EVIL WORK

This was during the terrible winter of 1914-1915; terrible because there was such a lack of proper ambulances where they were needed—at the front. Big-hearted people of England and America had given hundreds of ambulances, perfectly appointed, to the Allied forces. But red-tape—always dear to the official mind—held them in Paris, Boulogne, Calais and Dunkirk. Meanwhile, the men who were smashed and torn at the Yser and Ypres were carted in horse-drawn vehicles over shell-torn and muddy roads, taking hours to transport a few wounded where later the motor ambulances hurried hundreds to safety and life in a few minutes. Later on the policy of the governments was changed to such an extent that the donated ambulances were taken over by the forces and placed in charge of units of the regular troops. It still remains the policy of the Allied armies, however, that volunteer civilians shall not get near the firing-line and today there are but two such organizations on the front—one a unit of Quakers attached to the British army, which also does ambulance work with the French and Belgians, and the American Ambulance which supplies cars and drivers to transport wounded for the French in Belgium and the Aisne district. The service rendered by these two beneficent organizations is most efficient and has been highly commended by those who have witnessed it.

(Continued on page 174)



FIRST AID TO THE INJURED

A wounded Belgian being carried away on his rifle from the fighting line at Lebbeke.

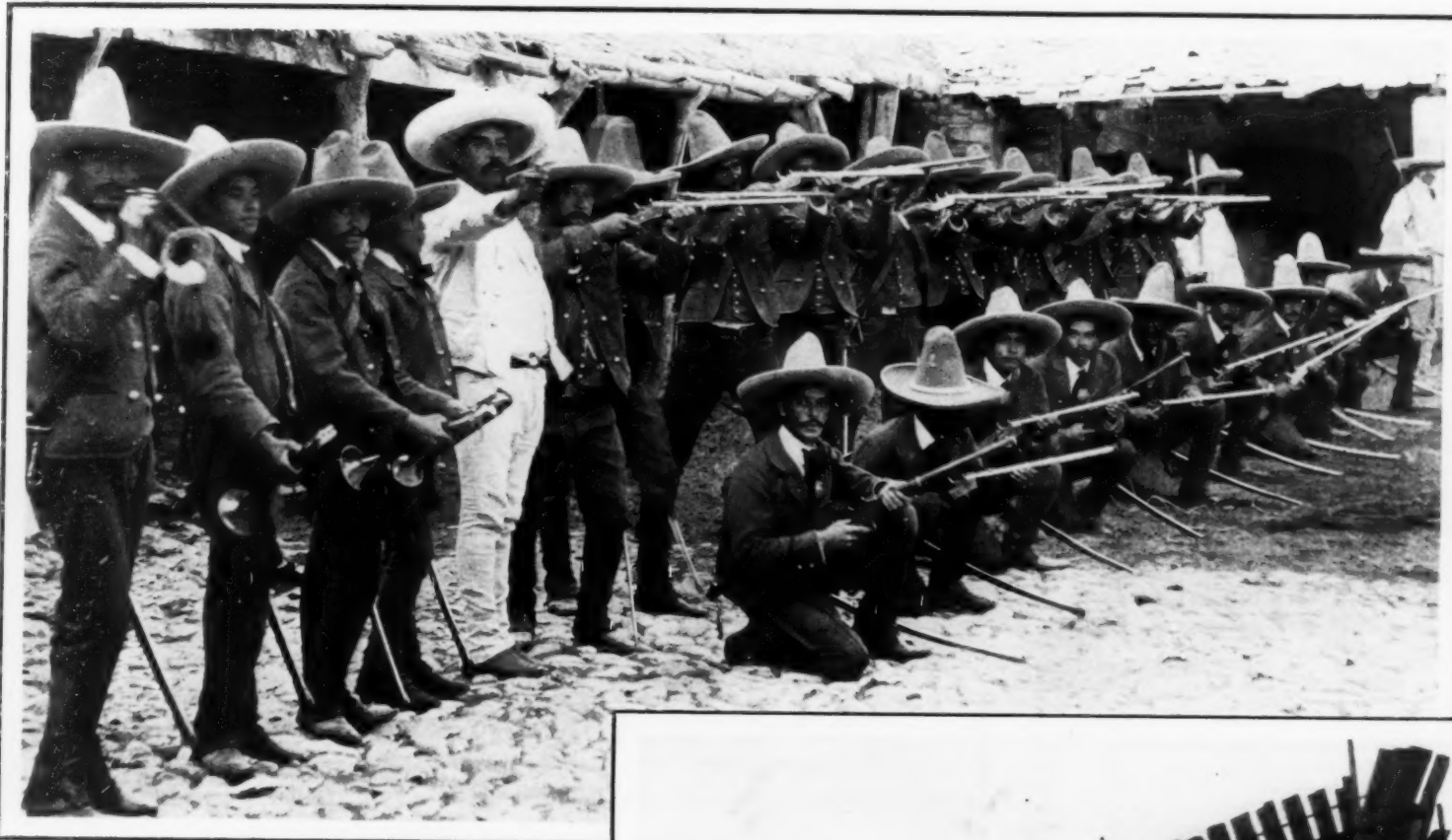
the marines and, just for fun, are dropping shells at fifteen-minute intervals. None strike us, but a green driver gets nervous and there's another car in the ditch! Another swing to the left and we are in Zuydschoote. Under the light of the star shells we see the stretch of ruined houses and, on the left, the wall of the church with the fragments of its tower. In front was the cross with the Christ on it bending his gaze on the ruin and desolation of "civilized" warfare. Just as we get in, a double battery of the famous "Soixante-quinze" opens up. They are just behind the village and along the road which parallels the German trenches. The "Crash! Crash!" of the guns; the whine of the shells overhead and the flashes as the guns explode are not calculated to soothe the nerves. "How many, Monsieur Commandante?"



WAITING FOR STRICKEN PASSENGERS

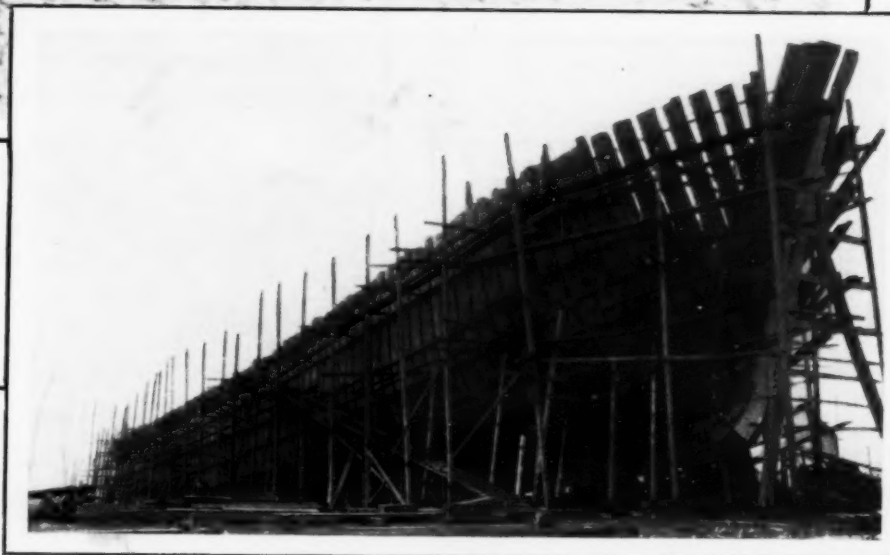
Motor ambulances stationed at a devastated farm in the rear of the trenches, somewhere in the western war zone. A summons to carry away scores of wounded may come at any moment.

PICTORIAL DIGEST OF



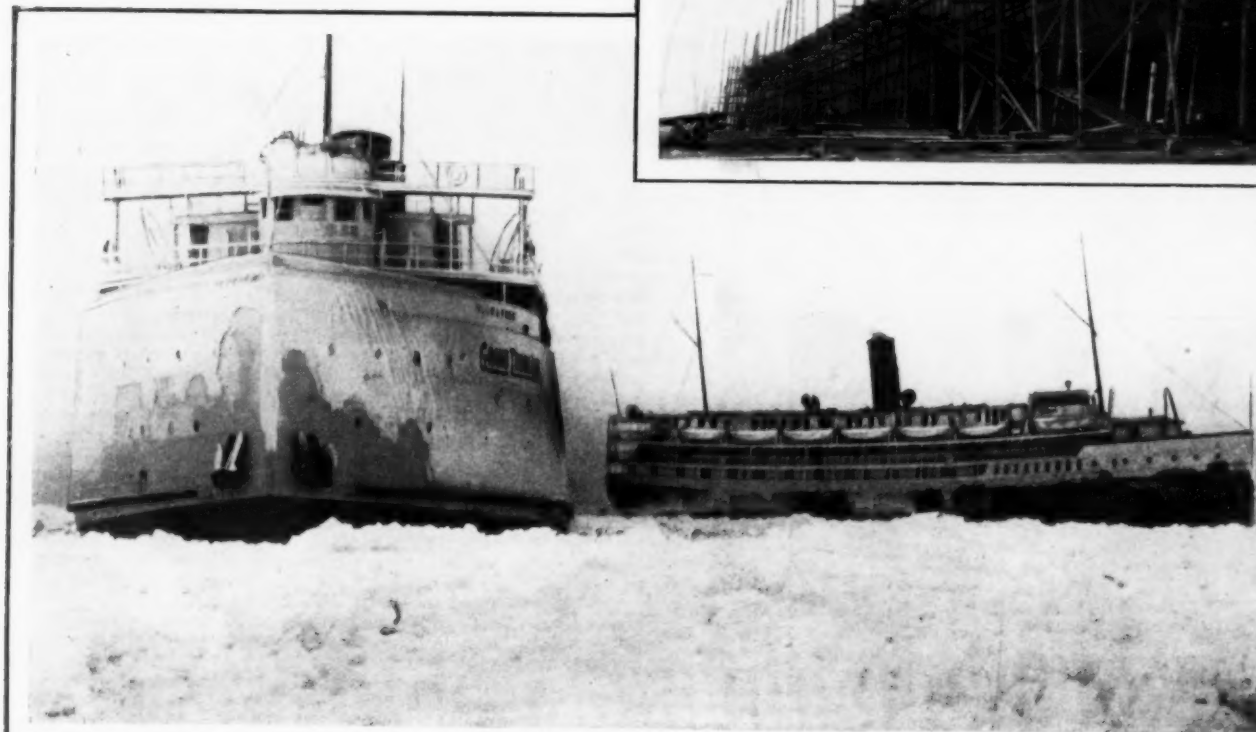
MAKERS OF TROUBLE IN MEXICO

Group of followers of Zapata, the brigand and revolutionist who has been pillaging and fighting for years in the mountainous region not far from Mexico City. These men appear to be fairly well clad and equipped, and they are in thorough subjection to their chief. Zapata's force is not large, but he has pursued an independent course, refusing to unite with any other leader of revolution.



BUILDING A NOTABLE VESSEL

City of Portland under construction at the Saint Helens (Ore.) shipyards for C. R. McCormick & Co. of San Francisco. She will be 285 feet long, 48 feet wide, and will, it is said, be the largest wooden single-decked schooner afloat and also the largest motor vessel made in the United States. She will be a five-masted sailer with auxiliary engines of 620 horsepower. Her carrying capacity will be 2,000,000 feet of lumber and she will be used mostly in Pacific Coast-New York trade or Australia trade.



NOT IN ALASKA EITHER

Car ferryboat *Milwaukee* and steamer *Alabama* caught in the ice nearly a mile off Grand Haven Harbor in Lake Michigan, last month. A cold snap and west

wind formed an ice blockade and for three days the boats were held fast. A sudden rise in temperature allowed them to break loose. Neither was damaged.

THE WORLD'S NEWS



ON THE WAR SOUP WAGON

Commissary cart of the Russian army in the eastern war zone dealing out dinner to hungry troops. Like the other belligerents, the Russians endeavor to keep their fighting men well supplied with food. Despite every effort to provide for them, however, the exigencies of campaigning often constrain soldiers to live on scant rations.



REUTERS PHOTO SERVICE

COMRADES ALL

Germans, Austrians and Bulgarians fraternizing in a Serbian town after the armies of the three nationalities had conquered the country. All accounts show that the men of these nations fought with gallantry and dash and they quickly overcame the desperate resistance of the Serbians. The Austro-German and Bulgarian forces are reported to be now preparing to invade Greece with a view to driving the Allied troops out of Saloniki, where they are strongly fortified.



MEN OF MERCY AT THE FRONT

Members of the field medical corps helping wounded soldiers into a hospital ambulance at a war-ruined town in northern France after a battle. The medical

corps is composed of brave and devoted men who often risk, and sometimes lose, their lives in the performance of their duty. They save many "broken" men.

THE TREND OF PUBLIC OPINION

BY CHARLTON BATES STRAYER

BETTER ARBITRATE THAN STRIKE

WHICH is better, to strike first and parley afterward, or to parley first and prevent a strike? From the standpoint of the public, sufferers always in the case of a strike, and in the event of a tie-up of the railroads, the biggest sufferers of all, there is but one answer. Employees of the railroads have been taking a "strike ballot" which threatens a strike the magnitude of which the country has never known. Every railroad in the United States is involved, affecting a mileage of 250,000 miles, involving capital securities of twenty billion dollars and from 350,000 to 400,000 strikers. Never before has a railroad dispute extended beyond the borders of one section—the East, the West or the South—and even in these territorial struggles the four railroad brotherhoods have never made joint demands. The four big brotherhoods of engineers, firemen and engineers, conductors, and trainmen, are to act as a unit. The ballot was timed at the psychological moment. Temporary though it be, the war has increased the earnings of the railroads, and a Presidential campaign is just ahead. The demand of the unions may be put very briefly—an eight-hour day with "time and a half" pay for overtime, to take the place of "ten hours or less" as present agreements read, with overtime paid for at the pro rata rate. The railroads claim that a flat eight-hour day is impossible on some runs and that the gist of the contention of the unions is not for such a day, but for "time and a half pay" for all time over eight hours and that this feature would mean an increase of 87½ per cent. in the overtime rate, and from 25 to 40 per cent. in general operating expenses. Railroad officials say, too, that many engineers are now better paid than bank presidents in the smaller communities through which they run, that the union demands would affect only 10 per cent. of railroad employees, that this number already absorbs 28 per cent. of the annual pay roll of \$1,500,000,000 and that the "money to meet this demand could be obtained only by reducing the wages of other employees, reducing payments for interest and dividends, curtailing betterment expenditures demanded by the public or asking the government for a proportionate increase in freight rates."

We stand for neither of the contending parties. Our interest is in the third party—the public—the most important of all in a railroad strike, the party whom both the contending parties claim to serve. In the end arbitration has to settle every such dispute. In the name of the public and of reason, why not arbitrate the dispute at the beginning? If the railroads do not accept the demands made by the unions March 1, a strike will impend. Then the railroads will defend their property and the right to operate their trains. Then the strikers will support the rights they have demanded. Let us avoid bloodshed, destruction of property, the crippling of trade, cities cut off from needed supplies, milk and other daily necessities going to waste. It is the public who would suffer most and who pay the bill. We ask, in the name of the public, "Why not arbitrate now?" This is particularly pertinent, for the Newlands act, whose enactment was secured by the labor unions, provides for six arbitrators for such disputes, two representing each side, and two representing the public. The engineers' dispute in 1912 was settled under this act. Neither side, however, has been altogether satisfied with arbitration under the act, each feeling that the representatives of the public have unduly favored the other side. At the meeting in Boston which inaugurated the present strike movement it was unanimously voted "never again to submit to arbitration in any move for the increase of wages or betterment of conditions." Nevertheless the public, the third and most interested party, has a right to demand arbitration, and to suggest that Congress create an impartial board of experts to hear and decide such disputes, since the Newlands act is satisfactory to neither side. We commend to the railroad unions the action of 400,000 union coal miners in convention assembled in deciding that in the event the new wage scales have not been negotiated by the time existing contracts expire, they will remain at work so long as there is hope

of drawing up agreements. The public be pleased, the public be protected!

POWER TO TAX, NOT TO CONFISCATE

THE right of the Federal Government to tax incomes from whatever source derived is solidly established in the Supreme Court decision in the Brushaber-Union Pacific case. The Sixteenth Amendment, under which the present income tax was imposed, reads: "The Congress shall have power to lay and collect taxes upon incomes, from whatever source derived, without apportionment among the several States and without regard to any census or enumeration." This is the first decision to construe the Sixteenth Amendment, and the Court gives it the broadest interpretation possible. Upon most of the points involved, however, the Court bases its decisions upon the taxing power of Congress as exercised from the beginning, not upon the recent Constitutional amendment. Chief Justice White, in handing down the opinion of the Court, holds that this amendment has not empowered the Federal Government to levy a new tax, but that "the whole purpose of the amendment was to relieve all income taxes from a consideration of the source



HON. CORDELL HULL

Congressman from Tennessee and author of the Federal Income Tax law. Mr. Hull says that the United States Supreme Court, having sustained the act, Congress is now free to revise it.

idealism in the realm of international relations, but the small sovereign power will never be secure in its rights until this view prevails. The other declaration, correlative to the one just mentioned, affirms that "every nation entitled to a right by the law of nations is entitled to have that right respected and protected by all other nations." How this protection should be given, whether by armed force, or by milder coercive measures, or by diplomatic representations, the Institute does not choose to say. Wars have always modified international law. The whole structure has been shattered in the present conflict. It is not idle to predict that in rebuilding the edifice after the war, these principles, which go back to our own Declaration of Independence, will enter into the corner-stone of the structure.

TRADING WITH THE ENEMY

GREAT BRITAIN proposes an extension of the "Trading with the Enemy Act" which shall prohibit any one in the Empire from trading with persons or firms in neutral countries when they are of enemy nationality or of enemy association. The United

States does not acknowledge the right of a belligerent to throttle its trade in such a manner, and Secretary Lansing has forwarded strong representations on the subject to Ambassador Page. The position of the United States is that a merchant's domicile determines the nationality of his goods, that a merchant's trade in the United States, regardless of whether he is of belligerent origin, is American or neutral trade. This principle has prevailed in the rulings of international prize courts. The nationality of ships and goods seized has been determined by their owner's domicile, those owned by one domiciled in a hostile country being enemy goods, and those owned by one domiciled in a neutral state being neutral goods. The London Evening News says: "The United States' action is an infringement upon our sovereign rights, and if we knuckle down we shall next hear of the American State Department telling us how often the chimes shall be rung in the belfry of St. Peter Mancroft at Norwich."

RE-EDUCATION OF THE MUTILATED

MUTILATED and disabled men are one of the most pathetic by-products of the war. In the New York Herald, Mr. Joseph Reinach, French political writer and journalist, makes a fervent appeal to the people of America to come to the aid of 35,000 crippled soldiers of France who must be retrained to their old callings or trained in new ones. Some, through the long period of recuperation from wounds, have lost the habit of work. Some have the fancy that the government will make a post for them. Others are enforced to inactivity by hostile labor organizations, which fear a reduction of wages should mutilated soldiers enter the industries. The cost of retraining a man averages 70c a day. "In all her trials," says Mr. Reinach, "France has been aided by the outstretched hand of America. I realize, as an old friend of America, that I cannot appeal to the heart of Americans more powerfully and directly than by pointing out to them a new opportunity for the exercise of their royal generosity."



PREPAREDNESS IN THE COLLEGES

First drill of the "rookies" of the newly organized regiment of students at Harvard University. The undergraduates composing this regiment are learning the rudiments of military tactics, in response to the growing sentiment for more effective national defense. The movement is expected to extend to all our leading institutions of learning.

whence the income was derived." The Chief Justice further holds that by imposing a higher rate of taxation on incomes above \$20,000 than on those below that figure the tax does not violate the "due process" provision of the Constitution.

"The Supreme Court's decision has unfettered the income tax as a source of revenue," said Representative Hull, the author of the law. "We are now free to go ahead to revise the law to meet new needs." Commenting on this, the New York World says: "They are free indeed of everything but responsibility. As to that the very magnitude of their power should make them cautious." In its decision the Court was not called upon to define the limits to which the income tax might be applied. It is needless to say, however, that the Supreme Court will never uphold any tax that amounts virtually to confiscation, or to be reminded that the sense of justice of the American people will never stand for such a course. Amendments are being prepared to tax incomes below \$3,000 and to make graded increases in the surtaxes on incomes exceeding \$20,000, so as to increase the present yield from \$85,000,000 to \$185,000,000. The Ways and Means Committee will present to the House Caucus a bill to increase the rates from 150 to 200 per cent.



HON. F. G. NEWLANDS

United States Senator from Nevada and author of the Federal act providing for arbitration of labor disputes. The labor unions urged the passage of this law.

WATCHING THE NATION'S BUSINESS

BY THOMAS F. LOGAN, LESLIE'S WEEKLY BUREAU, WASHINGTON, D. C.

JAPAN'S SECRET NAVY

WHEN army and navy officers of the United States contemplate the possibility of war, they invariably think of Japan. This is due to the still unsettled question over the right of Japanese to own property in California, and to the Philippines. Whatever naval rivalry is to take place will be between the United States and Japan. The present program of the Navy Department in Washington is for five years, but for the purposes of comparison, it is easier to take a four-year period, as Japan has done. Thus, by 1920, under the program of Secretary Daniels, eight dreadnoughts and eight battle-cruisers would be added to the navy. The program of Japan, as announced recently by Vice-Admiral Kato, is to increase the fleet by eight super-dreadnoughts and four battle-cruisers by 1920. If finances permit, Vice-Admiral Kato naively remarks, there will be eight battle-cruisers. This would mean that Japan intends to keep pace with the United States, but, as a matter of fact, she is likely to do much more. Her naval and military plans are intricate and secret and public announcements usually are conflicting and misleading. Kato, for instance, says that the fleet will be kept up to the latest standards, and this is taken as an intimation that as fast as ships become obsolete they will be replaced by super-dreadnoughts in addition to the vessels designed to enlarge the number of capital ships. The latest information with reference to the principal navies of the world, compiled by the Navy Department in October, 1915, shows that on July 1, 1914, the United States had eight dreadnoughts, while Japan had two. The United States had 22 pre-dreadnoughts, while Japan had 13; the United States had no battle-cruisers, while Japan had 2; the United States had 10 armored cruisers, while Japan had 13; the United States had 15 cruisers, while Japan had 13; the United States had 51 torpedo-boat destroyers, while Japan had 50; the United States had 13 torpedo-boats and Japan 27; the United States had 30 submarines, while Japan had 13. Incidentally, while in that year the United States had 4 dreadnoughts under construction, Japan also had 4 under construction. If it were not for the fact that Japan's methods are secret and no one ever knows how strong she is until one engages in war with her, there would be no doubt about the tremendous superiority of the United States. On paper the United States could beat Japan with one hand.

WILSON'S SWING AROUND THE CIRCLE

SENATOR JONATHAN BOURNE, JR., recently drew a parallel between present-day political conditions and those of 1888. The field of candidates, he said, is about the same—one dominant and dominating Democrat in the White House and a dozen vigorous, worthy contestants on the Republican side. From this dozen, as in 1888, the Chicago convention will choose a leader to take the Republican message to the people. How that message will be received now, Mr. Bourne remarked, is best indicated by the answer given in 1888 when Benjamin Harrison, emerging from the group of Republican contenders as the candidate of the Republican party, carried twenty States and won the Presidency. In addition to the parallel drawn by former Senator Bourne, there is another that is equally interesting. Mr. Harrison was the first President who inaugurated the so-called "swing around the circle" with a view to bringing about his own re-election. The result was defeat. Of the Presidents who have succeeded him, Cleveland, serving a second term, naturally made no stump speeches. McKinley as President, when seeking re-election, confined himself to a few "back-porch" addresses. He made no tour of the country. Roosevelt revived the swing around the circle and was re-elected. Taft followed suit and was defeated. Thus of three Presidents who followed the course now being pursued by President Wilson, two were defeated and only one was successful. Big crowds are by no means an augury of success. The biggest crowds ever drawn by a political orator were gathered together by William Jennings Bryan, who, in his three campaigns for the Presidency frequently met with defeat. Even in 1912, the



S. STANWOOD
MENKEN

Organizer and President of the National Security League which lately had a three days' conference in Washington to urge preparedness for the United States. The league, only about a year old, has 40,000 members and 200 branches.

biggest crowds were drawn by Roosevelt, who was defeated. It is inevitable that the President of the United States should draw tremendous crowds. The political line is never drawn in such assemblages.

THE GRIDIRON'S NEW PRESIDENT

ONE of the most coveted honors that come to a newspaper man was bestowed recently upon Louis W. Strayer, Washington correspondent of the Pittsburgh Dispatch, when he was elected president of the famous Gridiron Club. The Gridiron Club is the most famous dining organization in the United States. Its active membership is limited to fifty, and while a number of its brainiest men have left the newspaper business to fill high positions in official, financial and industrial life, the organization still represents the best of American journalism. The chief requisite to membership is that a man shall be engaged in active newspaper work at the time of his election. The leading men in all walks of life attend the dinners at which the President, members of the Cabinet, Senators, Representatives and other famous men "see themselves as other see them." Although born in Illinois, Mr. Strayer was educated at Akron, Ohio, and obtained his earlier training in that city and at Alliance. In 1891 he went



THE CENSOR OF THE PRESIDENT'S MAIL

IRA SMITH inspecting letters sent to President Wilson. It is his duty to see that the President is not annoyed by the thousands who write to him. Mr. Smith is a very busy man. Daily hundreds of letters addressed to the Chief Executive reach the White House. As a rule about five of the batch are sent unopened to the President. The rest have failed to pass Mr. Smith, and are turned over to the Executive Office staff for answer.

to Pittsburgh, and has been connected with Pittsburgh newspapers ever since. He was assigned to Washington as the correspondent of the Pittsburgh Gazette Times in 1902, and became the correspondent of the Pittsburgh Dispatch in 1908. Mr. Strayer has filled writing commissions in all parts of the United States and Europe. He has been conspicuous in the social as well as business activities of the large colony of newspaper men at the national capital. Among other things, Mr. Strayer has served as treasurer and vice-president of the Gridiron Club. He has been for many years one of the foremost, ablest and most popular writers at the national capital.

CONSISTENCY IN CONGRESS

REPRESENTATIVE ISAAC R. SHERWOOD, Democrat, of Ohio, recently made an eloquent speech in the House opposing army and navy preparedness. Former Secretary of State Bryan was so pleased with the speech that he gave Mr. Sherwood the iron cross of honorable mention in the *Commoner*. The next day Mr. Sherwood introduced a bill providing for the erection of a \$5,000,000 plant for the manufacture of

munitions and implements "at or near Toledo, O." General Sherwood's home is at Toledo. Senator Sheppard, Democrat, of Texas, in the upper branch of Congress recently took a firm stand for national economy, introducing a bill for a gradual reduction of compensation among Government employees. He felt that there should be rigid economy at this time. The next day he introduced a number of bills for the erection of public buildings in Texas, at an approximate total cost to the Government of \$6,000,000. Neither Representative Sherwood nor Senator Sheppard is accused of taking a novel position so far as Congress is concerned. Few members of Congress let the right hand know what the left is doing.

TWO VIEWS OF GOOD ROADS

MORE than 100 free speeches were made in the House on the Shackleford bill to appropriate \$25,000,000 for the improvement of the roads of the country. The bill provides a system whereby any State may receive Federal aid for its post roads, providing the State appropriates as much as the Government for this purpose. The money would be apportioned to all States conditional upon local co-operation. There are two views on the method adopted by the House Committee on Roads to bring about the needed national improvement. One represents the opinion of the farmers who want roads to facilitate the movement of crops from the farms to the railroad stations. The other represents the wishes of the city Congressmen and motorists who feel that the better way is to provide national highways which will link the rural communities with the city. "We don't want to appropriate a lot of money for roads that probably will run from country depots to farm houses," was the way Representative Magee of New York epitomized the opposition. "The greatest objection of the opponents of this bill is that it would not provide picture highways running from ocean to ocean for automobilists," replied Representative Thompson, of Oklahoma. Some of the opponents of the measure declared that the proposed appropriation should be applied to preparedness expenditures. The reply was that good highways are necessary to the transportation of troops.

MORE GOVERNMENT MEDDLING

SENATOR CUMMINS of Iowa, by the introduction of a resolution in the Senate, has given impetus to the movement designed to establish the Government in the manufacture of all arms, armament, and munitions of war for the use of the army and navy, to the end that they may be independent of individual or corporate interest. The movement for the Government to build all battleships and other war vessels in the navy yards, and to manufacture armor plate and all munitions of war, has been growing steadily. It is interesting to note, therefore, that as the chief argument in support of this movement is economy, there is a serious question as to whether it will not rather lead to extravagance. Representative Jones of Virginia recently quoted official figures of the Government to show that ten battleships built in the navy yards at New York, Mare Island and Norfolk cost \$7,799,000 more than they would have cost if built at private yards. At this rate, he pointed out, the new navy would have cost the American people \$70,000,000 more to construct in Government yards than by private contract. It is a well-known fact that the cost of all Federal, State and municipal work is far in excess of the charges made by private corporations. The single item of engineering costs can be cited as an example. The cost of engineering work done for the city of Schenectady averages 10.2 per cent. of the total construction charge. The city of Rochester paid 7.1 per cent. for engineering, and the New York barge canal 12 per cent., while the New York Central railway system pays but 5 per cent. Uncle Sam has never been a very good business man. In almost every transaction in which he engages money is wasted. Greater efficiency is needed in all departments of his great federal workshop. The Socialistic demand that the government take over and operate the railroads, telegraph and other public utilities is not sustained by Uncle Sam's business qualities.



LOUIS W. STRAYER

Washington correspondent of the Pittsburgh Dispatch, who has been elected president of the world-famous Gridiron Club of the nation's capital. The club has entertained many leading men and its dinners are national events.

SEEN IN THE WORLD OF SPORT

BY
ED A. GOEWY
(THE OLD FAN)



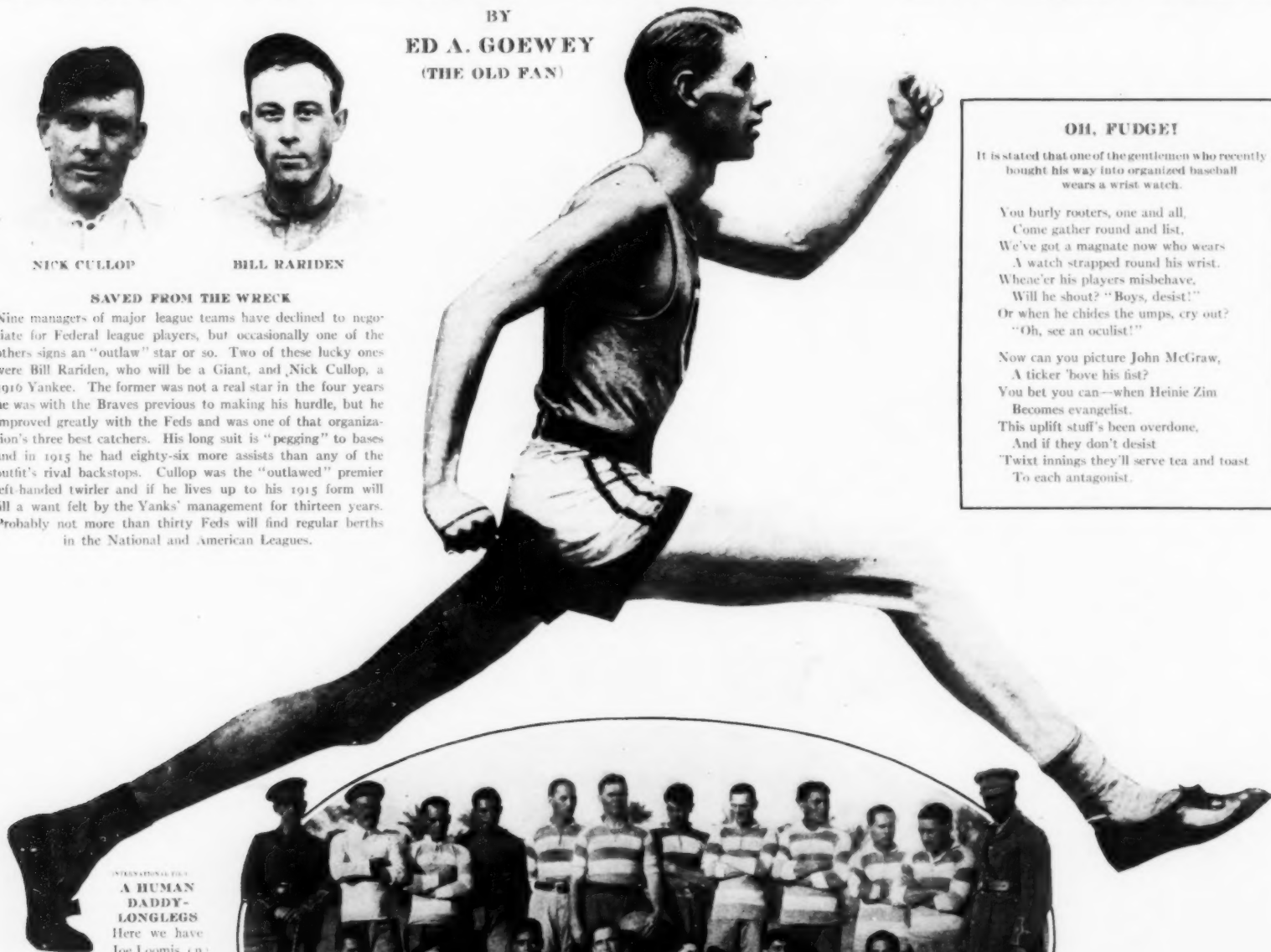
NICK CULLOP



BILL RARIDEN

SAVED FROM THE WRECK

Nine managers of major league teams have declined to negotiate for Federal league players, but occasionally one of the others signs an "outlaw" star or so. Two of these lucky ones were Bill Rariden, who will be a Giant, and Nick Cullop, a 1916 Yankee. The former was not a real star in the four years he was with the Braves previous to making his hurdle, but he improved greatly with the Feds and was one of that organization's three best catchers. His long suit is "pegging" to bases and in 1915 he had eighty-six more assists than any of the outfit's rival backstops. Cullop was the "outlawed" premier left-handed twirler and if he lives up to his 1915 form will fill a want felt by the Yanks' management for thirteen years. Probably not more than thirty Feds will find regular berths in the National and American Leagues.



A HUMAN DADDY-LONGLEGS

Here we have
Joe Loomis, (n.)

of the greatest all-round athletes in the history of the track. When he unlimbers his jackknife-like legs his full stride is good for ten feet. At the recent national championships Joe did the 100-yard dash in thirty strides in less than ten seconds, thereby winning the race and the national title. He also holds championships in the hurdles and the high and 1 road jumps.



PIGSKIN WARRIORS OF A FAR-AWAY LAND

The Maori team which defeated one representing the New Zealand Field Artillery in a match played at Cairo, by a score of 14-10. The proceeds were turned over to the Red Cross Fund.



OH, YES, THERE'S A DIFFERENCE TWIXT WINTER HERE AND WINTER THERE

For the miss who would be speedy, but proper, ice-yachting is the sport to be recommended, for a spin of five miles in something less than eight minutes is nothing out of the ordinary. The chic pilots shown herewith sailing their boat, *Dart*, over the celebrated Shrewsbury River course, are Miss Bertha Soden, standing, and Miss Alberta Bennett, of Red Bank, N. J.



He and She went on their honeymoon to Palm Beach, where everybody is welcome but Jack Frost, and a sunbath on the sand is part of a February day's program. He is Mr. Gurnee Munn, son of the late Charles A. Munn, of Washington, and She is Mrs. Munn, who, before marriage, was Miss Marie Louise Wanamaker, of Philadelphia, and daughter of John Wanamaker.

OH, FUDGE!

It is stated that one of the gentlemen who recently bought his way into organized baseball wears a wrist watch.

You burly rooters, one and all,
Come gather round and list,
We've got a magnate now who wears
A watch strapped round his wrist.
When'er his players misbehave,
Will he shout? "Boys, desist!"
Or when he chides the umps, cry out?
"Oh, see an oculist!"

Now can you picture John McGraw,
A ticker 'bove his fist?
You bet you can--when Heinie Zim
Becomes evangelist.
This uplift stuff's been overdone,
And if they don't desist
Twixt innings they'll serve tea and toast
To each antagonist.

PEOPLE TALKED ABOUT



AN ANNAPOLIS BELLE

Miss Gladys Christy, one of the most attractive recent debutantes in the "navy set" at Annapolis, and a frequent visitor in Washington. She is the daughter of Capt. Harley H. Christy, U. S. N., and her debut was one of the features of the social season in Annapolis.



A NOTED EDUCATOR

Dr. Morris Purdy Shawkey of Charleston, W. Va., State Superintendent of Public Instruction, who will preside at the coming national convocation of school superintendents at Detroit, Mich. Dr. Shawkey has been active in West Virginia educational affairs for 20 years.



AN AMERICAN MADE A BRITISH PEER

Baron Shaughnessy, son of a poor Irish policeman of Milwaukee, Wis., who entered the railroad business in a humble position, who afterwards rose to be president of the Canadian Pacific Railroad, and who was recently raised to the peerage by King George of England. Lord Shaughnessy is one of the ablest railroad men of the world, and he shares with Lord Strathcona and Sir William Van Horne (also American-born) the honor of developing the Canadian Pacific. As president of the road Lord Shaughnessy has performed many brilliant business feats. He once bought 15 ocean steamships at one stroke, and foreseeing the outbreak of the great war he strengthened the finances of the railroad company by procuring \$105,000,000 of ready cash.



MUSICAL GENIUS OF THE WHITE HOUSE

Miss Margaret Wilson, daughter of the President, playing in the studio of her vocal instructor, Ross W. David, under whose guidance she begins a concert tour in March. Miss Wilson has appeared at many prominent gatherings and has already gained wide reputation in her chosen profession.

OVER FIFTY YEARS IN ONE PULPIT

The Rev. John Fletcher, aged 83, who lately retired from the ministry after serving the Plainwell, Mich., Baptist Church over half a century. "Stand-up, talk-up, shut-up," was his motto, and he never preached more than 30 minutes. He attributes his success to short sermons.



DIPLOMATS CONCERNED IN GRAVE PROBLEMS

Count J. H. von Bernstorff, German Ambassador (at right), and Baron Erich Zwiadineck, Chargé d'Affaires of the Austrian Embassy, who have been frequent visitors at the State Department, where they have conferred with Secretary Lansing on the questions arising out of the submarine warfare carried on by their respective countries. Count von Bernstorff has been endeavoring to effect a final settlement of the *Lusitania* affair, while Baron Zwiadineck has been parleying in regard to the sinking of the *Ancona* and *Persia*.

A TROUBLED SOVEREIGN

King Constantine of Greece conversing with his sister-in-law (sister of his queen), wife of the hereditary Prince Bernhard of Saxe-Meiningen. King Constantine's position has been made very uneasy by the occupation of portions of his country by the Allied forces, who may be attacked by the Teutonic armies.



A VERY YOUNG FEDERAL OFFICIAL

Miss Mae Bell Gunn, postmistress at Seegers, Iowa, who is thought to be the youngest occupant of such an office in the country. She is a little over 18 years of age. Her father was postmaster in the same office for 10 years and she succeeded him, after passing a brilliant examination.

THE SOUTH'S PROSPERITY— REFLECTED IN PENSACOLA'S GREATEST DAY

BY F. J. SPLITSTONE

PENSACOLA, Florida, with a history running back to 1559 had what its enterprising business men call its greatest day on January 19th, when the Gulf, Florida and Alabama Railroad celebrated the opening of its through service, connecting the magnificent harbor of Pensacola with most of the great trunk line railroads of the North and East. Not that this is Pensacola's first railroad—it has had a road for many years, and a good one, too, but, says Pensacola, "When did a town ever amount to anything with only one railroad?"

The whole town extended a welcome to President R. C. Megargel of New York, the directors from the North, and about half a hundred bondholders from all over the country who journeyed to the beautiful West Florida city in a special train that was a duplicate of the Manhattan Limited. Representatives from all the important railroads were present, and the G. F. & A. got much more attention from the world at large than its 142 miles of track would seem to justify. But the magnificent terminal facilities on the best harbor on the Gulf of Mexico, including nearly 100 acres of land for switching purposes and 2,300 feet of water front, give the new road an importance to the export trade that its small mileage does not indicate.

A NEW OUTLET TO THE NORTH

This road is Pensacola's road. The business interests of the city have been trying for years to get a second outlet to the North, and they put up their money freely to bring about the construction of the G. F. & A. The line runs almost due North and connects with the Southern at Kimbrough. An extension is projected to Jasper, Ala., there to tap the rich Warrior coal fields. The people along the route are most enthusiastic and among the hundreds of Alabamians who joined in the celebration at Pensacola were more than a score from Uniontown, which is the road's next objective.

The road has been financed on a new plan. From the beginning President Megargel took his security holders into his confidence and kept them interested in the progress of the work. The bonded indebtedness is only \$20,000 per mile, and the terminal is included in the assets of the road. It was this policy that made it possible to bring the road to practical completion in 1915 when the total railroad construction in the entire United States was only 900 miles.

The building of this road is typical of the spirit of the "New South." In times past the South has not been guiltless of the sin of railroad harrasing, but to-day it has come to a realization that its future depends upon the establishment of new transportation facilities. There is an entirely changed attitude toward railroad enterprise, and if they are honestly and capably managed they will get all the support that the people can give.

THE SOUTH'S VAST RESOURCES

Few realize the potential wealth of the South, particularly of the section served by the new road. The War-

Pensacola at \$22 a thousand feet which is in every respect equal to that costing \$40 in Maine, where many of our ships are built. Vast as have been the amounts of lumber cut in past years, there is still a great reserve. Naval stores are produced almost exclusively in the South, and the middle district still has vast forests that have never been tapped because of lack of transportation. To-day Pensacola claims to be the greatest naval stores market in the world. It has also recently opened a cotton exchange, and expects to get a large part of the cotton export business of Alabama.

DIVERSIFYING CROPS

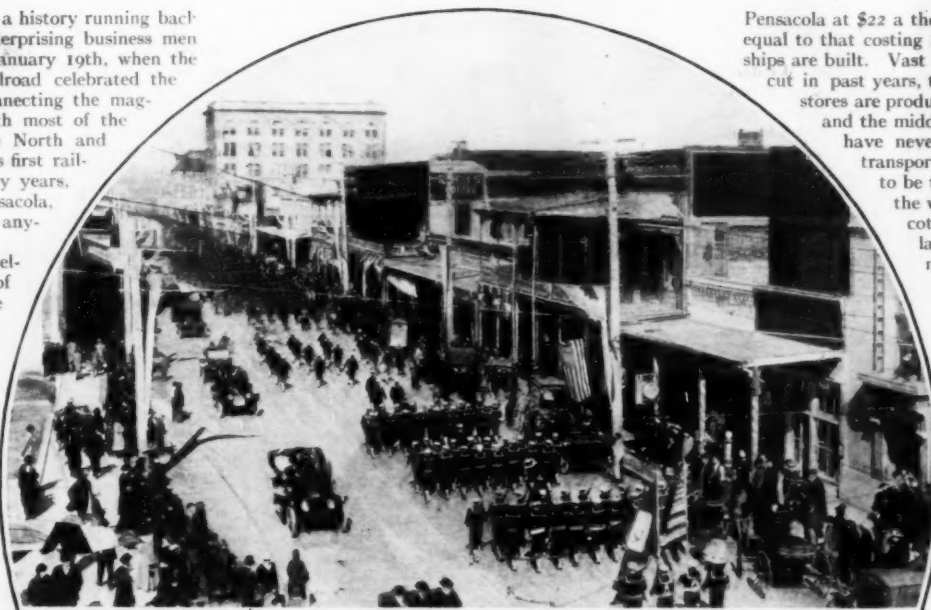
The bad prices of 1914 and the ravages of the boll weevil have been heavy afflictions to the cotton growers, but they are proving not unmixed evils, for they have driven the cotton planters to take up diversified farming. With some of the richest lands in the country the cotton growers have, in the past, made use of canned vegetables and bought their beef from Chicago, their pork from Cincinnati, and their butter and eggs from the North and West. To-day they are finding

that they can produce these and many other things more cheaply than they can buy them. It is as interesting as a novel to hear cotton kings of former times recounting their recent adventures in mixed farming; as that, for instance, of the man near Uniontown, who had grown nothing but cotton all his life, who experimented with a patch of wheat last year—a mere 50 acres—and averaged 41 bushels per acre. This winter he has planted 500 acres and is looking forward to the harvest with great hopes, as well he may, since his experiment showed that his lands will produce more than three times the average yield for the whole country.

A LAND OF OPPORTUNITY

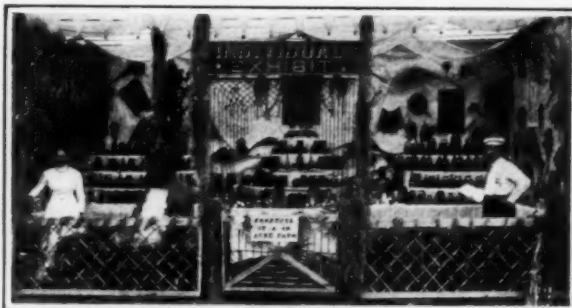
It is of these resources and many others that the Pensacolian thinks when he surveys the new 1,400 foot dock and its smaller counterpart, with 30 feet of water at low tide, and lets his gaze sweep out over land-locked Pensacola bay, nine miles long and from two to three miles wide, deep water all, and so easy of approach that a ship under its own steam and without a pilot can be tied up at the wharf an hour and a half after leaving the broad Gulf. It rejoices him to see the work progressing on the new coal terminal, which will have a capacity within 60 days of 600 tons an hour, to be increased as demand requires to 2,000 tons, making the biggest and best-equipped coal dock south of Norfolk. He knows, too, that his port is the nearest of any important one on the Gulf to the Panama canal; that coal is needed for the great tonnage that is presently to flow through that waterway, and that soon the marts of the world will be calling for American steel and iron in increased quantities. He hopes to see his city, one of the oldest on the Gulf—having been founded in 1593—get its share of the export and import trade of the revived South, the present land of opportunity for Americans

(Continued on page 173)



THE BEAUTIFUL CITY OF THE GULF

Parade at Pensacola, Fla., recently in honor of the opening of the G. F. & A. railroad. Sailors from the cruiser "North Carolina" are seen passing along Palafox Street. The Coast Artillery from Fort Barrancas also participated and the Coast Guard Service of the United States loaned the cutter "Tallapoosa" to take the guests of the Chamber of Commerce for a sail on the bay. Pensacola is situated on comparatively high ground. It is an attractive and thriving city, has a fine and deep harbor, and an extensive shipping trade.



DIVERSIFIED FARMING A SUCCESS

Interesting exhibit of agricultural products, all grown on a 30-acre farm near Pensacola and displayed at the Escambia County Fair. The South is fast learning to diversify its crops and will soon supply itself with products now drawn from distant points.

rior fields hold the largest body of coking coal in the world. This fuel can be laid down at Pensacola 30 cents a ton cheaper than any similar coal can be delivered at any Atlantic seaboard. This is a great difference in price when one considers that the average profit per ton on bituminous coal is only two cents.

In iron and steel the Birmingham district bids fair to attain a world supremacy. Coal, iron ore and limestone, the three fundamentals in iron making, are found almost in the same localities, and the cost of production is correspondingly reduced, so that the export steel and iron business of the country is likely to center largely in the Birmingham district.

Of lumber the South still has large resources. It is said that timber for ship building can be laid down at



AT THE BEGINNING OF IMPROVEMENT

Right-of-way of the G. F. & A. railroad graded through the wild land back of Pensacola. The road connects Pensacola's harbor with trunk lines of North and East.



WHAT A RAILROAD DOES FOR A DISTRICT

This is the same locality as that shown in the picture opposite, but one year later. The wilderness is being replaced by the magic of transportation.

IN THE IRON CLUTCH OF WAR



THE GRIM REAPER'S WORK IN SERBIA

Bodies of soldiers and civilians slain by the invaders of their country in a small village not far from Belgrade. Similar scenes were witnessed during the past few months at many points in

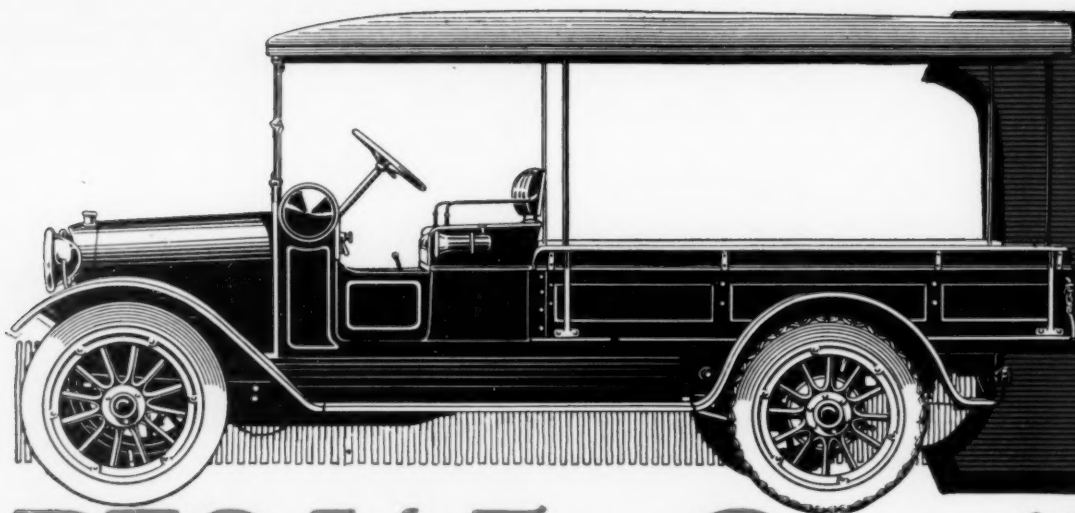
the stricken country, for the Serbians valiantly resisted the Austro-German advance. Serbian bravery was all in vain, for the land was speedily conquered and its defenders were driven out of it.



WINTER SHARPENED THEIR APPETITE

German soldiers "somewhere" in the east war zone enjoying a meal at a field kitchen during a snow storm. Despite the cold weather, the men, who were well fed and warmly clothed, were

in excellent spirits and fit for the hardest kind of campaigning. The activity of the Russians, again in fighting trim, compels the Teutonic forces to keep constantly on the alert.



REO 3/4-Ton Speed Wagon

\$1075

For Business Acceleration— The 3/4-Ton REO "Speed Wagon"

WE REO FOLK ARE ALMOST inordinately proud of our achievement in producing this newest Reo delivery wagon. It is the result of many years of work, of experimenting and testing.

IT PERFORMS A SERVICE that is seemingly less, but actually more, severe than any other class of trucking because it is called upon to meet two severe conditions at the same time, namely, speed and load.

LOAD IS A PROBLEM but that was long since solved in the 2-Ton Reo. Speed is another; but that also was overcome in the touring car. But speed plus load—there was a puzzle over which the greatest engineers in the industry pored for many years.

THAT THE SEVERITY of this service was not appreciated by most merchants is shown by the fact that many of them tried the expedient of putting an express body on a touring car chassis. Pretty expensive experiment it proved, too! The fact that the chassis used was generally an old one, also added greatly to the upkeep cost.

IN ONE THING THEY WERE RIGHT, HOWEVER—pneumatic tires is the only answer to this kind of service. They make speeds up to anything you want, with loads of less than a ton, practical and economical.

THE RECENT HOLIDAY EXPERIENCE proved as never before the tremendous advantage and the universal need for a motor truck of this type.

YOU SAW MERCHANTS BIDDING for Christmas business by featuring the fact in their ads that deliveries would be made surely, promptly and quickly by Reo Speed Wagons.

SOME ADVERTISED that they would make two to four deliveries per day to districts where in former years, with the old slow, uncertain horse equipment, they could promise only one. And not always could they fulfil that promise.

AND YOU PATRONIZED THOSE STORES. You wanted to know that your purchases would be delivered before—not after or on—Christmas day. And when a merchant advertised Reo truck service you knew it would be done. For the words "Reo" and "reliability" are synonymous.

DO YOU REALIZE that the holiday trade this year was the heaviest it ever has been? And do you realize that, but for the fleets of motor trucks, it never could have been handled?

DO YOU REALIZE what fast reliable motor trucks have meant to the Express Companies and the Parcels Post this year? And to you as a patron of both?

WELL THAT IS WHAT THIS REO Speed Wagon will mean to your business and to your customers.

IT WILL MEAN THE ACCELERATION of your business all along the line; increase of territory—for of course you can reach, and with two deliveries a day, sections that you could not touch at all with horses.

IT WILL MEAN MORE AND BETTER satisfied customers, for you can actually deliver goods on the hour you promise, and many an "hurry-up" order will come in that otherwise would go to the little store around the corner.

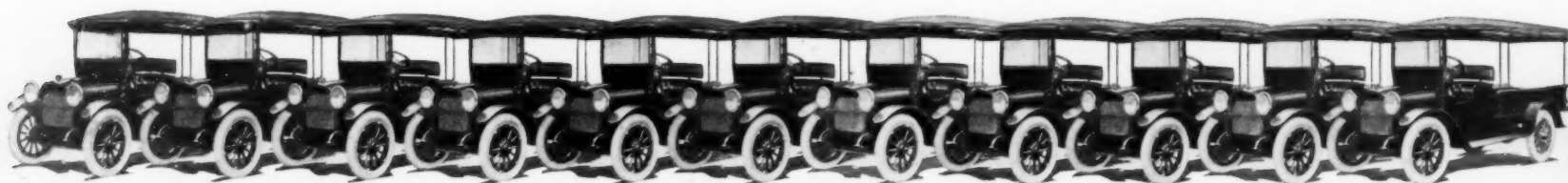
AND, FINALLY, THE MAINTENANCE COST of your delivery system will be cut in half. The efficiency quadrupled.

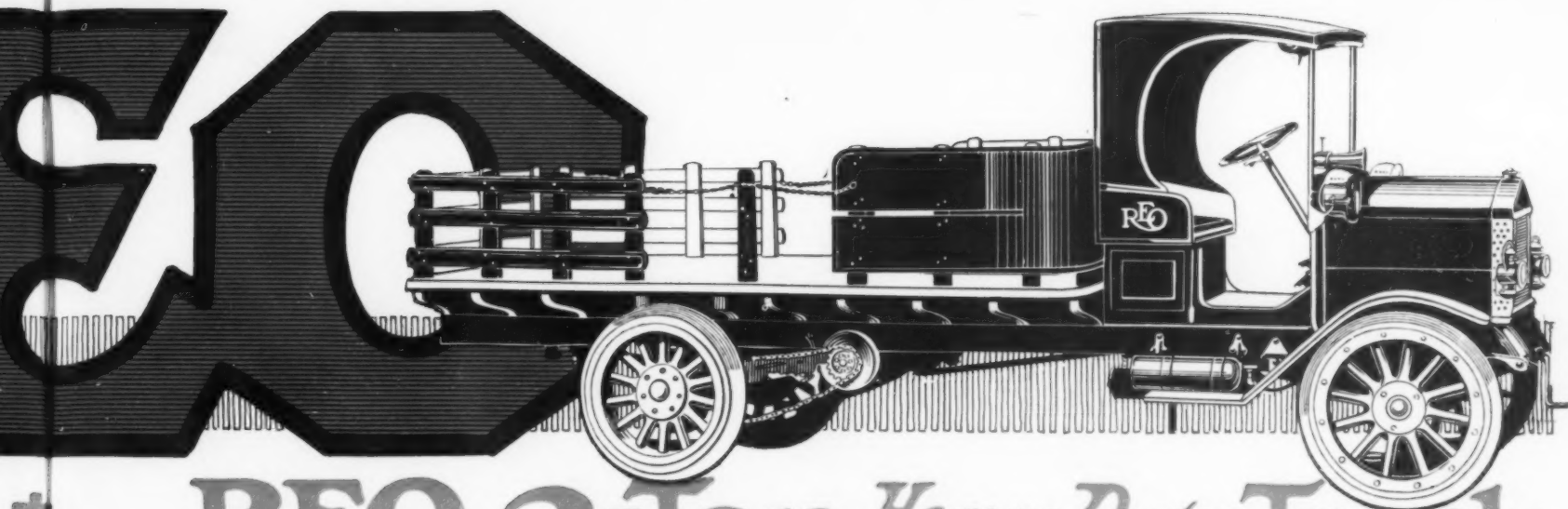
SPECIFICATIONS

3/4-Ton "Speed Wagon"

Capacity—Normal capacity, 1,500 pounds. Maximum capacity, including weight of body, 1,800 pounds.
Speed—22 miles per hour.
Wheel Base—120 inches.
Tread—56 inches. **Turning Radius**—22½ feet.
Tires—34x4½-inch pneumatic, front plain; rear, Nobby Tread.
Chassis—Length over all, 171 inches. Width over all, 66 inches. Dash to rear of frame, 128 inches. Width of frame, 30 inches.
Springs—High quality spring steel. Semi-elliptic; adjustable supports and shackles, all provided with grease cups. Front 2 inches wide, 38 inches long; rear 2½ inches wide, 40 inches long.
Motor—35 horsepower. Four cylinder cast in pairs with heads integral, 4½-inch bore x 4½-inch stroke. Plunger oil pump to main bearings and timing gears; constant level splash to cylinders.
Starting and Lighting—Remy system, two unit, six volt. Starter motor mounted over front end of transmission, 100 ampere hour storage battery.
Clutch—Thirteen plate, dry disc type.
Transmission—Sliding selective type, three speeds forward and one reverse. Case hardened gears, 7½-inch face. Hyatt roller bearings throughout. Center control, located amidship on sub-frame.
Brakes—Two sets of brakes on rear wheel hubs; service brake contracting 14 inches in diameter 2½-inch face. Emergency brakes internal expanding type. Easily adjusted and anti-rattling.
Front Axle—Drop forged "I" beam section with integral yokes. One-piece drop forged steering spindles. Timken bearings.
Rear Axle—Full floating type. Splined live shafts, forged and heat treated chrome nickel steel, Timken bearings for differential and rear wheels.
Steering Gear—Left side drive adjustable bevel pinion and sector type.
Windshield—Two piece ventilating rain-vision windshield.
Regular Equipment—Remy electric starting and lighting system. Storage battery. Headlights, tail and instrument lights; speedometer, d'Aronval type of ammeter, mechanical horn, extra rim, complete set of tools, including tire pump and jack.
Standard Body—Express type—flare board, with top and side curtains. Width inside, 44 inches; length inside, 96 inches; height of panel, 12 inches; width of flare, 5 inches; height of platform light, 33 inches; height of platform loaded, 30½ inches; over all height of truck over top from ground, 92 inches; over all width of truck, 66 inches; dash to front of seat, 26 inches; depth of seat, 18 inches; width of seat, 38 inches.
Price—Complete with standard express body and canopy top, \$1,075, f. o. b. Lansing, Mich.
Chassis Only—Including complete equipment less express body, driver's seat, canopy top and windshield, \$1,000, f. o. b. Lansing, Mich.

REO MOTOR TRUCK
LANSING, MICH.





REO 2-Ton *Heavy Duty* Truck

\$1650 (Chassis)

IFICATIONS

2-Ton "Heavy Duty"

Capacity—Normal capacity, 4,000 pounds. Including body 5,000 pounds.
 Gears—(Controlled by governor) Three forward speeds and one reverse speed: 15.3, 8.48 and 4.17 miles per hour on forward, and 3.07 miles per hour on reverse at 1250 R. P. M. of motor.
 Wheel Base—146 inches.
 Head—Front 60 inches; rear 64 inches.
 Tires—Front, 36x4 inches, solid. Rear, 36x3½ inches, dual, solid.
 Chassis—Length over all, 225 inches. Width over all, 76 inches. Total height over all (top of cab) 97 inches. Dash to front of seat, 21½ inches. Dash to rear of seat, 41 inches. Rear of seat to rear of frame, 34½ inches. Width of frame 35 inches.
 Front Springs—Semi-elliptic, 2½ inches wide and 44½ inches long, ten leaves with total thickness of 3 inches.
 Rear Springs—Semi-elliptic, 2½ inches wide and 42 inches long, eleven leaves with total thickness of 3½ inches.
 Motor—Horsepower 27.2 S. A. E. rating.
 Cooling System—Positive water circulation by gear driven centrifugal pump. Flat vertical tube radiator. Individual radiator sections, facilitating repair.
 Clutch—Enclosed dry multiple disc.
 Transmission—Sliding selective type. Three speeds forward and one reverse. Hyatt roller bearings throughout.
 Drive—Shaft drive with two universal joints from gear case to jack shaft. From jack shaft the power is transmitted by side chains, roller type. 1¼-inch pitch. Radius rod adjustable. Standard sprockets, 17 teeth front, 40 rear. Standard gear reductions from engine to rear wheel high speed, 8.8 to 1, second speed, 15.8 to 1, low speed 32.1 to 1 and reverse 43.5 to 1. Four pinion differential with forged live shafts of chrome nickel steel.
 Brakes—Two service brakes, drums 12 inches diameter, 2 inches face, flexible bands, Raybestos lined, located on jack shaft. Two emergency brakes on rear hub. Drums 17-inch diameter, 2-inch face, flexible bands, Raybestos lined.
 Front Axle—Solid round section 2½-inch diameter. Timken roller bearing.
 Rear Axle—Solid rectangular section 2¼ x 3 inches. Timken roller bearings.
 Steering Gear—Left side drive, adjustable bevel pinion and sector type. Diameter of steering wheel 18 inches.
 Turning Radius—26½ feet.
 Standard Stake Body—Inside length back of seat 146 inches, width inside 6 feet. Height of high stakes 52 inches. Height of low stakes 28 inches. Height of platform from ground, light 44 inches, loaded to capacity 39 inches.
 Standard Express Body—Inside length back of seat 149 inches, width inside 48 inches. Height of sides 14 inches. Height of platform from ground, light 44 inches, loaded to capacity 39 inches. Loading height under canopy top 63 inches.
 Driver's Seat—Width 48 inches. Depth 18 inches.
 Price—Chassis with driver's seat and cab, \$1,650 f. o. b. Lansing, Michigan. Catalog on request.

For Your Heavy Hauling— This Powerful 2-Ton REO

FOR HEAVY TRUCKING, whether on smooth city pavements or the worst class of country roads—mud, clay, sand, hills—this Reo truck will stand up mile for mile, ton for ton, with any other two-ton truck made—regardless of the price at which the other may be sold.

WE FULLY APPRECIATE the scope of that statement and we would not make it here, did we not know, from actual observation of this truck in competition with others, that it is one hundred per cent true.

YOU NEED PAY NO MORE—you need go no farther—to find a motor truck that will perform your heavy hauling if that work comes within the scope of a two-ton truck.

THIS REO TRUCK HAS PROVEN, in several years of service, to withstand more severe overloading, more wicked usage, to require less care and to cost less, year in and year out for upkeep and maintenance than any other truck with which it has come in direct competition.

JUST TAKE ONE CASE.

IRA WILSON, DAIRYMAN, of REDFORD, Michigan, has a 2-Ton Reo truck that he has used for now four years; he habitually hauls sixty-three 10-gallon cans of milk from his farm to the Detroit Creamery; then the truck goes to Plymouth for another load, brings that to Detroit and returns to the farm for the night.

THAT'S NINETY MILES, half of which the 2-Ton Reo makes with a load of more than three and one-half tons (on a truck rated at 2-tons mind you) and the other forty-five miles with a load of empty cans that aggregate about 1600 pounds.

AND HE MAKES THAT TRIP EVERY DAY, has made it every day—winter and summer. And Mr. Wilson says that in the four years he has never missed a trip.

SUCH IS THE STURDINESS and dependability of this great Reo 2-Ton Truck.

WE USE THIS EXAMPLE in preference to many we might use of Reo Motor trucks in city service handling the wares of big manufacturing and wholesale houses, because the service this truck is called upon to perform includes everything city users could need and other conditions vastly more severe.

"50 PER CENT OVERSIZE IN ALL VITAL PARTS"—motor parts, driving shafts, gears, axles, springs, frame, wheels and tires—this Reo Factor of Safety is the reason for Reo sturdiness and Reo reliability.

IT PROVES UP not only in the ability of Reo trucks to withstand the most unreasonable overloading and the hardest of road conditions, but above all and after all, in the extremely low maintenance cost of Reos.

IF YOU HAVE FELT that, to have a motor truck of the utmost dependability you must pay twice the price of this 2-Ton Reo, we respectfully suggest that you dismiss that notion from your mind once and for all.

WE REO FOLK GUARANTEE THIS REO to the fullest extent—in the spirit as well as the letter thereof. We know it will do your work. We know of no other at its price that will do it as well. And we know of none at any price that will do it better or as economically.

YOU SEE OUR CONFIDENCE IS UNBOUNDED—it is the result of years of experience and of observation of this 2-Ton Reo in all kinds of service everywhere under almost every conceivable kind of condition.

TRUCK COMPANY
MICHIGAN



LAUGHING AROUND THE WORLD

WITH HOMER CROY

THE ODD IDEAS AND CUSTOMS OF THE HINDUS

AS soon as I got to India I hired a valet. It sounds mighty big—until you know what you have to pay a "boy" in India. A servant is called a "boy" even though he has whiskers and grandchildren. He said that his name was Thumb Ramalingum, or words to that effect. I couldn't remember the last consignment, so I called him Thumb, and for days I longed to ask if there was a Finger in his family. He wore a skirt, and a sheet twisted around his head. He was to be my waiter, for in India you have to furnish your own table boy; when you go to spend a day or two with a friend you always take your own boy along to wait on you. My boy was to mend my clothes, black my shoes, get my bathwater ready and hold my shirt; the way he talked I wasn't to do anything except open my mail, put my feet on the table and enjoy life. But I soon found out that his idea and mine differed quite widely as to what enjoyment of life was.

A few minutes before the first meal he suddenly appeared, a bit flushed, and explained that he was of too high caste to wait on table. I tried to show him that it was an honor to be a good and efficient table waiter, but he wouldn't budge a step—he'd rather starve than wait on table. So I had to look around and hustle up another boy to do that part of the work. Every time I wanted him to do anything it was against his caste; his caste seemed to have a special enmity toward all work. When I wanted him to carry my bags he begged leave to be excused as his caste didn't allow him to do such menial work, and when I gave him my shoes to be blacked he looked at me in horror; it was expressly against his caste to touch leather—a product of the sacred cow.

A DOLEFUL SERVANT DISCHARGED

As he busied himself at such hard work around my room at the Y. M. C. A. as straightening the papers on my desk, putting hangers in my coats and collecting all the collar buttons in one

as I began to think that he had run out of sons he would come to me with the sad news that another pride of his life had been snatched from him.

One day when I told him to pick the hairs out of my brush, he looked at me sadly, and then began to tell me about a nephew that had suddenly departed this flesh and would I be so kind as to give half a rupee to the grief-stricken father and the other half to the inconsolable uncle. That was more than I could stand and on the spot I told him that he was discharged, fired, and to get out of my sight as fast as he could.

"Thank you, sahib, thank you," said Thumb with a profound salute.

I told him that he needn't thank me for firing him, but he only bowed his head and thanked me more profusely than ever. His gratitude was as pronounced as if I had given him a rupee.

"Will you give me a recommendation kindly for the good boy I have been, sahib?"

After what a poor servant he had been that was the last straw. It would be underhanded to foist him off on somebody else—and then suddenly I



TYPICAL HINDU BEAUTY

The belles of India wear rather scanty shirt-waists and display bare feet with rings on their toes. An ornament is always worn in the left side of the nose.

piano wires and was determined to lower rents. After hearing an able-bodied Hindu pick on an instrument of this kind one can't help wishing that they would put it in the same class with the flute. A Hindu's idea of music is to make all the noise he can. He doesn't care anything about rhyme or rhythm; all his energy is expended in volume. Hindu musicians are all large, splendidly muscled fellows who play as if they were going to gymnasium regularly. When one hears them playing on a vina one can't help wondering how Saul ever came to make such an impression on David.

CURIOSITIES OF ETIQUETTE

You can never tell what is manners and what isn't in India. When a woman wants to be very polite to a man she turns her back on him; it flatters any Hindu man to have a pretty woman plainly and ostentatiously turn her back on him. Between husband and wife there is a queer system of etiquette. Whatever happens, a Hindu wife must never mention her husband by name. When she goes to call on her neighbor, lightly chatting the afternoon through, comparing notes on the latest nose-rings and the best way to stain the fingers with the fashionable henna, she must never let the conversation swing around so that she will have to mention her husband. If she should go so far as to forget herself and mention her lord and master to her shocked companion, her hostess would soon yawn and explain that she had to go and put the bread in. However, she can talk about her children all she wants to; there is nothing in the Hindu etiquette book against that. She can tell what a funny thing Jamiji said the other night at the supper table, how much he helps her around the house and delicately hint how much brighter he is than the other children in the neighborhood, but she must never under any circumstances mention his father.

Even stricter social rules govern the men. One Hindu man must never ask another Hindu man how his wife is getting along. That would brand the man as not having the slightest idea what drawing-room usage was. All the men at the club would shun him; no one would dare to ask him to come over to the table and have a grape-juice for fear right before everybody he might ask how his wife was.

CALLERS WHO STAYED LONG

When a Hindu goes to call it is not good manners to leave until the host gets up and tells him to go. While calling on some American missionary friends in a small interior town, they were telling me how they came to find this out to their sorrow. They had just arrived and didn't know about this

(Continued on page 171)



THE BOLD HUNSMEN OF INDIA

Starting out on a leopard hunt and taking along a tame "cheetah" to decoy the game. This sport is sometimes attended with exciting incidents.

saw a way out. "Yes," I agreed enthusiastically, and then I wrote for him:

The bearer of this note with the unpronounceable name has been in my employ for two weeks. During this time I have aged perceptibly. He is a servant of caste, but he never lets work interfere with his caste. When he came to me he was a man of family, but at the rate which his family has been depleted I doubt if he has left more than enough children to last out a week. You will find him especially good at getting your shirt studs in backward and at pulling off the tips of your shoe strings.

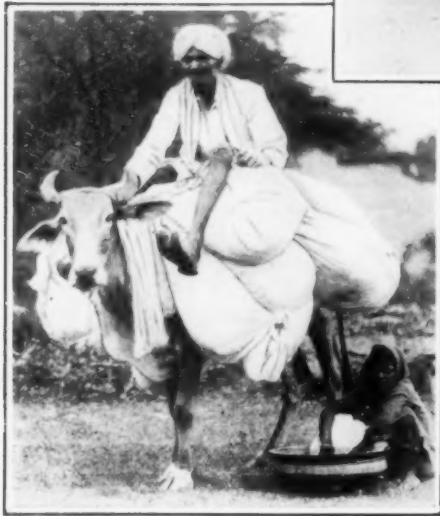
Thumb, who made pretense of being an English scholar, read the recommendation carefully; but his mastery of words was such that he could not quite follow the meaning.

"Thank you, sahib, thank you," he said, too proud to admit that it was not clear to him. "It will be of great help to me."

"And to the other fellow, too," I said as he salaamed, and passed out of my life.

HINDU MUSIC

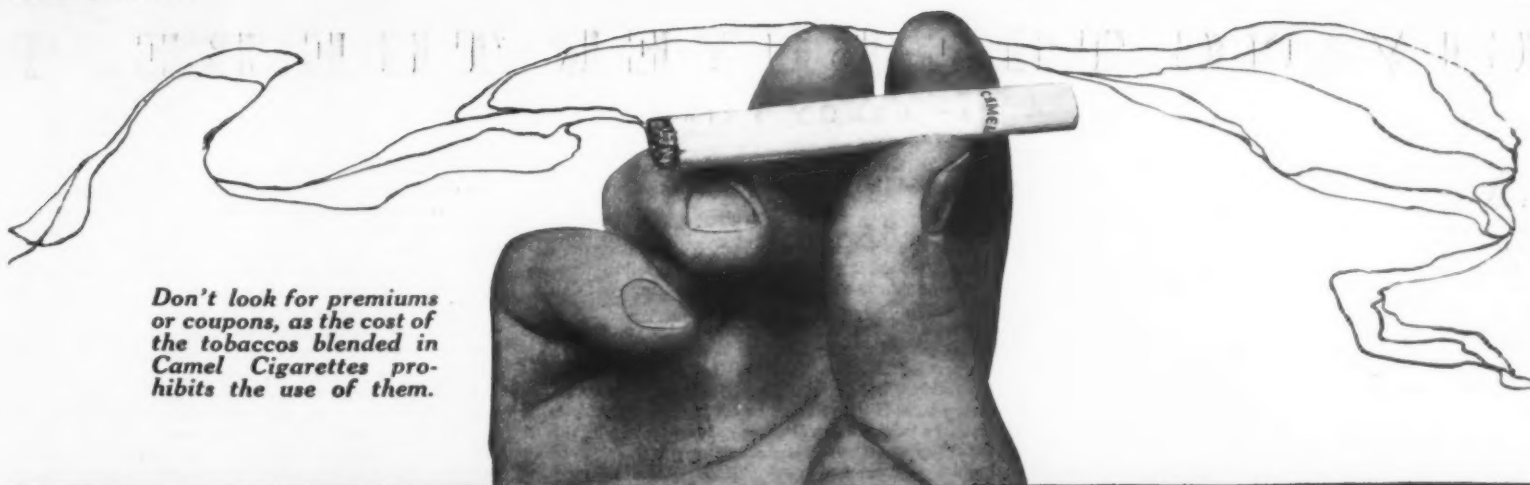
I had thought China was a queer place and that the Chinese had queer customs, but China can't entertain on the same afternoon with India. If some one had told me about their manners and customs before I got to India, I would have laughed courteously and set him down in my little book. There are some things that a Hindu will do and some that he will not do; work is placed prominently on the latter list. One thing that a Hindu will not do is to play on a flute. He would rather go to the flogging post than dash off a selection on a flute. But he will play a stringed instrument, called a vina, similar to the instrument played by Saul in the tent of David. This instrument looks as if it had originally been intended for a carpet stretcher, but had fallen into the hands of a musically inclined person who had borrowed a couple of



WASHDAY IN THE ORIENT

Hindu laundryman taking bundles of clothes to the river where he will wash the garments by pounding them over a stone.

drawer, he would tell me about a dear son that he had just lost and would I please give him something extra. A few annas served wonderfully to bring him out of sorrow. The oftener I gave, the oftener tragedy came into his family until pretty soon he was losing a son a day. Just as sure as he did any little thing for me he was sure to tell me of some unexpected grief that had befallen him and ask me if I couldn't help him bear it. Every time he held a shirt for me he told me about a son that had been suddenly stricken and would I please be so kind as to give him an extra rupee, and every time he shook out a sock for me I knew that a daughter had gone to her reward. Day after day his family held out; always just



Don't look for premiums or coupons, as the cost of the tobaccos blended in Camel Cigarettes prohibits the use of them.

Men, here is a Camel cigarette!

The tobaccos used in its manufacture are choice Turkish and choice Domestic, *expertly blended*, to give you a mellow-mild-body and a flavor as new to you as it is refreshing.

Camels leave no unpleasant cigaretty after-taste. They will neither bite your tongue nor parch your throat. You may smoke them liberally without any "comeback." And Camels *will not* tire your taste!

So evident is the quality in Camels, and

so unusual that "cigarette satisfaction" that smokers neither look for nor expect coupons or premiums.

Your best way to determine how delightful Camels really are—how thoroughly they fit your fondest cigarette desires—is to compare them puff-by-puff with *any* cigarette at *any* price!

What you pay out your good money for is *cigarette satisfaction*; you will get it in Camel cigarettes.

Camel

CIGARETTES

Camels are sold everywhere in scientifically sealed packages, 20 for 10c; or ten packages (200 cigarettes) in a glassine-paper-covered carton for \$1.00. We strongly recommend this carton for the home or office supply or when you travel.

R. J. REYNOLDS TOBACCO CO.
Winston-Salem, N. C.



This stamp placed over end seals the package, which keeps out air, thereby preserving the quality of the blended tobaccos. By inserting the fingers as illustrated, the stamp easily breaks without tearing the tin foil, which folds back into its place.

GIVING THE BUYER THE BEST

BY LEROY FAIRMAN

A FEW weeks ago I visited the factory of a manufacturer of a household utility whose name is familiar to most American women. The goods he makes—and stamps with his name—are conceded to be the best made in this country, if not in the world.

In the course of our conversation I asked this manufacturer whether he felt the competition of Blank & Blank's goods very much.

"No," he replied, with a smile; "not particularly."

"But," I persisted, "they're good goods, aren't they?"

"Yes; good of their grade." Then he added, after a moment's hesitation: "We ought to know; we make them."

"What," I exclaimed, "you make Blank & Blank's goods—right here in this factory!"

"We have made those goods for a long time," he replied. "We are under contract to deliver so many thousand a year. But we don't make them in this factory."

"Why not?" I asked. "And why don't you make such a line for yourselves instead of for a competitor—put your own name on them and give them the advantage of your reputation and your advertising?"

PROTECTING A REPUTATION

"Because," he answered, slowly and earnestly, "it would ruin us. Understand, the Blank & Blank goods are all right in their way. They are just what they claim to be, and worth the price at which they sell. But they are of a lower grade than ours. They sell to a different class of people. If we put our brand on them, the public—our public—would notice the difference. Dissatisfaction would be the result. That dissatisfaction would grow like a rolling snowball on a wet day. In a short time, away would go the prestige which it has taken us fifty years to build, and which we value at many millions of dollars."

"I won't even allow the Blank & Blank goods to be made under the same roof with ours. I won't take into this factory a man who has worked on Blank & Blank goods, or any similar line. The goods we stamp with our brand are made of the finest materials money can buy, and by the most highly trained, specialized workmanship. If we permitted our men to work on a lower grade of goods, they'd get careless. Imperfect materials would get past them. They wouldn't take the infinite pains necessary to insure the results we must get here. We can't afford to take a chance like that."

This exactly illustrates the attitude of the average manufacturer toward his trademark, and the goods upon which he stamps it. And—here is the important point—this policy also includes the advertising he does for the goods. It is clear that if he safeguards so jealously the integrity and quality of the product itself, he must be equally careful that no false or misleading statements are allowed to creep into the advertising which introduces it to the public.

Trademarks and advertising are inseparably connected. If goods which bore no brand were advertised, people would have no means of identifying them, and the advertising would be wasted. And if a trademarked article is not advertised, making a market for it is a slow, almost a hopeless, undertaking.

Every advertising manufacturer therefore identifies his product, and certifies to his belief in it, by stamping his brand or trademark upon it. And by this act he enters into a contract with the public to continue to supply goods of exactly the same grade and quality, and to forfeit their confidence and patronage if at any time he fails to do so. This is no light matter.

THE MANUFACTURER'S CHIEF ASSET

In fact, the chief asset of the advertising manufacturer is his trademark—his brand. If you were to go to the owner of any one of a score of trademarks with which you are familiar, and say to him, "Take your choice; give up your trademark or we will burn that million dollar plant of yours and all its costly equipment of machinery and materials"—he would say, without a moment's hesitation, "Go ahead with your fire!"

With the trademark in his possession, he could go out and borrow money without limit and build more factories. Without it, his goods would become a negligible unit in a vast army of nondescripts—unknown, unparented, unhonored, friendless and helpless.

Is it any wonder, then, that the owner of a well-advertised trademark prizes it above all other earthly possessions, and guards it as he would his life? And would it not be the height of folly for him to be guilty of any act which would impair its value, or lessen the confidence which the public places in it?

The responsibility of the maker of trademarked, advertised goods has no limits. He cannot sell them to the wholesaler or the retailer and wash his hands of them. He

must see that they reach you, the consumer, in perfect condition, and give you thorough satisfaction.

THE PROTECTION OF THE CONSUMER

You are the sole and final judge. You render your decision and execute it yourself. If the goods fail to measure up to the standard claimed by the advertising, you do not buy them again.

Do you think this is a small matter? Do you think the rich and powerful manufacturer can afford to snap his fingers at you? Nothing could be farther from the truth.

For you will not stand alone. If the goods have failed you, they have failed others. In every nook and corner of the country former users of those goods stop buying them. In the aggregate, the dissatisfied army you have joined—and which you did not know existed—becomes a mighty host, and your mute protest swells to a vast roar of disapproval and resentment.

No manufacturer will take a chance like that—not if he knows it. And the strongest possible guarantee of the quality of a commodity is the placing in your hands, through advertising, of so powerful a weapon.

If, on the other hand, you buy goods which are not branded, what protection have you? None. Who guarantees them? Nobody. Who makes good to you, if you are dissatisfied? Nobody. Whom can you punish, if a wrong is done you? Nobody.

THE STORY OF ONE PRODUCT

How does it come to pass that one article which you are asked to buy is nationally advertised, while another is not? If we find the correct answer to that question, we shall see clearly why you should, or should not, buy advertised goods.

Let us trace the history of a certain well known food product.

The manufacturer of this article, when he first began business, concluded that in order to achieve the largest possible measure of success he must produce goods of various definite and somewhat unusual characteristics.

He gathered about him a small force of men whose experience qualified them to assist him, chose his equipment and material and began to experiment.

After a considerable period of time, and the expenditure of large sums of money, he attained the desired result. The goods satisfied him thoroughly, and he designed a package which was not only artistic and pleasing, but which would preserve its contents in perfect condition for an indefinite time.

He introduced his new goods in a restricted territory, and found that they gave the highest degree of satisfaction; those who tried them once wanted to use them regularly.

So he went ahead with great enthusiasm—only to find, as the months rolled by, that he was losing money on every package he sold. And he was spending no money in advertising, and was getting a higher price than that of competing goods.

Simple arithmetic showed, though, that if the output were large enough the loss could be turned into a profit; and our friend was obliged to go out and raise money to build a big factory and nationally distribute and advertise his goods. In view of the proved superiority of his product he had no difficulty in doing this, and in due time the business became a conspicuous and profitable success.

At the time when this man went into business, practically all the goods of the kind he manufactures were sold in bulk. If he had made bulk goods, of the same grade and quality others were manufacturing, he could have sold them to jobbers at ruling prices and made money. Advertising would have been unnecessary.

But he made a superior product, and put it up in a more convenient, cleanly, attractive way, and finally, at an actually lower price to the consumer.

It was the merit of his goods, and nothing else, that forced him to advertise them.

ADVERTISED GOODS MUST BE GOOD

The advertiser does not succeed because he advertises, but because his goods are worthy to be advertised, and fulfill the claims and promises which the advertising makes for them.

Advertising cannot add anything to a commodity, nor take anything away from it. It cannot make people believe that an article is what it is not, nor permanently and profitably sell it if it is undesirable and unworthy.

Advertising does not so much create a market for goods as take advantage of a market which already exists. Advertising enormously increases the volume of demand for the goods, simply by enormously increasing the number of people who know about them.

Advertising performs no miracles. Trade follows a law which is as immutable as any law of nature. Just as

water will not flow up hill, trade refuses to flow to those who do not deserve it. The most desirable goods at the most reasonable prices win the final and permanent patronage of the public, provided there is a sufficient opportunity to learn about them and to buy them.

The manufacturer advertises his goods because he believes they will meet this test; because he believes that, of their kind and grade and at their price, they are more desirable and satisfactory than competing goods. If he does not believe this, or if he is honestly mistaken in his estimate of his product, the buying public will soon place him precisely where he belongs. He will find that he has been forcing water up hill, and that it is an expensive operation. His advertising induced people to try the goods, but they did not buy again. It cost him more to get a customer than the customer was worth to him. So he drops out of the advertising ranks as abruptly as possible, and forever after tells his friends that "advertising doesn't pay."

DO ADVERTISED GOODS COST MORE?

A common public impression seems to be that advertised goods are uniformly higher in price than equally desirable goods which are not advertised. This belief has been fostered by the publication of the reports of investigating legislators and others purporting to prove that advertising increases the cost of living.

There is not room within the space limits of this article to deal adequately with the fallacy that advertising necessarily increases the cost of a commodity to the consumer. We can, however, consider some type of advertised goods which is admittedly higher in price than unadvertised goods of the same kind, and endeavor to determine the true reason for the difference.

Why, for example, does the discriminating housewife prefer to buy certain brands of advertised food products, rather than to buy unadvertised goods at a lower price?

These are the reasons:

Because she knows that the factory in which they are made is clean and sanitary; that the materials of which they are made are pure, wholesome and carefully selected; that they are made by careful, cleanly, contented, intelligent workers. She knows this is true because the factory is at all times open to the public, and is annually visited by thousands of people.

Because the goods, on trial in her own home, have proved the truth of the claims made for them.

Because they are always reliable; always uniform in quality.

Because they are advertised in publications which have thoroughly investigated them, and would refuse them space if they were not absolutely dependable.

Because they are packed in a manner which insures their freshness, full strength and flavor, and freedom from contamination.

Because they are more attractive in appearance, and therefore more tempting and appetizing.

Because the few additional pennies they may cost is a small price to pay for this insurance of quality, purity, cleanliness and uniformity.

WHY HIGHER PRICES WOULD BE JUSTIFIED

Now, take careful note of this point, for it is of vital importance: Superior materials, model factories, high-grade workmanship, mechanical devices which obviate the necessity of touching the product with the human hand, air-and-moisture-proof packages and tasteful and artistic labels cost money. Who pays it? The consumer? If so, she would have to pay a higher price for such goods, even if they were not advertised.

But, in most cases, even though she gets a better article in every way, the consumer doesn't pay for the advertising and the betterment that must go with it.

The production of a commodity which is as nearly perfect as human effort can make it involves the employment of large sums of money. The business would be unprofitable unless the output was large, and the one direct and economical way to effect the wide distribution and sale of an article is by advertising it.

The reduced cost per article when made in great quantities; the reduction of selling cost, both to the dealer and by the dealer, when sold in great quantities; the good will that means repurchasing by satisfied consumers and recommendation to other consumers (invaluable, yet free, advertising)—in nearly every case these pay for the advertising as well as the betterment that must go with advertising.

And in many cases these economies and benefits that go with advertised goods go even beyond "paying for the extra cost"—they pay dividends toward the original cost of manufacture.

That is why the consumer so often actually gets a better article at a lower price, because of advertising.



Ride now on the new "Velvet-Rubber" Diamond Tires

SINEWY, springy, and *strong* as the muscle-padded foot of the Greyhound.

Clings to smooth and slippery pavements as the foot of a Fly clings to the ceiling when he ascends, on high-gear, for a better View of the Mountains.

This tough-textured, hard-wearing "VELVET" Rubber of 1916, *stretches* like a pure Rubber band over such small and sharp Obstacles on the road as might *puncture* the less elastic, and more brittle, texture of the usual Tire treads.

It thereby *absorbs* most of the small shocks, jars, and jolts, that not only tend to separate Treads from Fabric, in ordinary Tires, but that also cause an incessant minor *Vibration* beyond the capacity of Steel Springs to neutralize quickly enough.

Observe, now, that this wonderfully resilient "VELVET" Rubber, used in all Diamond Tires today, is *NOT* offered as a mere Whimsy of Style, or merely to give a superficial "difference" in appearance.

♦ ♦ ♦

IT is a new, and altogether *different*, Kind of Rubber, developed through much Research, from materials that give most *Flexibility*, and most *Response-to-Power*, in Tires, with a *minimum* of Friction for *maximum* Traction.

"VELVET" Rubber can be made by us in Black, Red, Grey, Brown, or Tan color, as the *COLOR* has *nothing* to do with the new Components.

This is here mentioned so you may have fair warning of the superficial *Imitations* that are sure to follow.

Diamond Automobile Tires, *Diamond* Inner Tubes, and *Diamond* Bicycle Tires are now made of this Springy, Clingy, Elastic, and Shock-absorbing "VELVET"-Rubber alloy,—the treads of *Diamond* Automobile Tires being of **BLACK**, and their sides of **RED** Rubber.

But,—while this color-combination now distinguishes the *appearance* of *Diamond* Tires don't conclude that *all* Black-Treads, or *all* Red-Sided Tires are of *Velvet* Rubber.

Because,—*any* ordinary Rubber can be *colored* to imitate the *APPEARANCE* of *Diamond* Treads, without in any sense imitating the *Texture*, *Composition* or *Action* of the "*Velvet-Rubber*" in *Diamond* Tires.

♦ ♦ ♦

RIDE on "VELVET-RUBBER" *Diamond* Tires, even *once*,—and you will find a *new* Satisfaction in motoring.—

—So Springy, Clingy, Soundless, and Vibration-absorbing are they,—with a *Mileage-increase* that is mighty comforting to the pocketbook.

Look now for *Black-Tread*, *Red-Side*, **DIAMOND TIRES**,—and compare their *moderate* "Fair-List" price with what you must pay for *ordinary* Tires as made by *other* responsible Makers.

DIAMOND RUBBER GOODS
Akron, Ohio

DIAMOND SQUEEGEE Tires (Non-Skid)



THE GIRL with beautiful wavy hair is always the target of admiring glances, both in public and among her friends. The attainment of just such hair is very easy with

CANTHROX

The Shampoo that is not a makeshift, but for head washing only

Canthrox, the hair beautifying shampoo, rapidly softens and removes dandruff, excess oil and dirt. It makes a perfectly healthy scalp which will naturally produce attractive, vigorous hair. Canthrox also gives a massy fluffiness which makes the hair appear much heavier than it is and leaves each strand with a silky luster and softness that makes doing up the hair a pleasure.

15 Exhilarating Shampoos for 50c at Your Druggist's

This is about three cents a shampoo. No good hairwash costs less; none is more easily used. Just dissolve a teaspoonful of Canthrox in a cup of hot water and your shampoo is ready.

FREE TRIAL OFFER

To prove that Canthrox is the most pleasant, the most simple, in all ways the most effective hair wash, we will gladly send one perfect shampoo free to any address.

H. S. PETERSON & CO., 212 West Kinzie Street, Dept. 128, Chicago, Illinois

COMING!

BIG wonder stories by favorite ALL-STORY authors. The 1916 Program of ALL-STORY FICTION surpasses anything in the history of the Magazine. Read this list of great writers in the order of their appearance in the next few issues—and don't miss one of these stories—begin on

Of a man who stood face to face in the presence of his Maker with a wife he didn't know.

Story of a yankee girl who just missed the clutches of the Oriental Dragon.

A great serial of hunger for gold, love, conquest and power, fraught with romance and adventure.

The daring Ex-Inspector of Scotland Yard weaves the greatest mystery of his career.

The fastest and most dramatic railroad novel ever written about a brave man.

February 12th—by

Louis Tracy—His Unknown Wife

Author of "One Wonderful Night," "Wings of the Morning," "Mirabel's Island," etc.

February 19th—by

Capt. A. E. Dingle

—The Sultan's Barge
Author of "The Quest of the Ju Ju," "Made at Sea," etc.

February 26th—by

Grace Sartwell Mason

AND

John Northern Hilliard

—Golden Hope
Authors of "Ysabel of the Blue Bird."

March 4th—by

Frank Froest—The Maelstrom

Ex-Superintendent of Scotland Yard
Author of "The Grell Mystery."

March 11th—by

Frank L. Packard—The Iron Rider

Author of "Greater Love Hath No Man," "The Miracle Man" and "The Beloved Traitor."

An unbeatable quantity of high quality fiction

All in the

ALL-STORY WEEKLY

The world's greatest fiction weekly

10 cents a copy

All newsdealers

THE FRANK A. MUNSEY COMPANY

EIGHT WEST FORTIETH STREET

NEW YORK CITY, N. Y.

TAXES ON TRADE

BY W. E. AUGHINBAUGH

THE greatest inconvenience to the traveling man in most of the Latin-American countries is the "commercial man's tax" which he is required to pay or else get into trouble with the police authorities. These taxes may be either federal, state or municipal. The federal tax is collected by the general government; the state tax by the state in which one happens to be and the municipal tax by the city officials. Some countries collect these three taxes each time that one visits them. The local merchant has these special imposts included in the sum which he pays yearly to the authorities for the privilege of doing business; and the number of traveling representatives which he may employ is usually proportionate to the amount of his tallage. One of the best ways for a visiting salesman to evade the payment of these fees is to make a business connection with some resident house and to sell his goods through it.

SPOTTERS ACTIVE

The federal, state and municipal governments of all Latin-American countries are always financially embarrassed. In order to obtain ready money the right to collect the salesman's tax is sold to the highest bidder or given to some favorite of the party in power. The man who acquires this right enlists the services of custom house employees, porters, railway men, hotel proprietors, hotel employees, hack drivers, police, city officials, clerks and even merchants. To each he pays a small retainer and a commission on all fees they aid him in collecting. All visitors are spotted upon their arrival and the movement of the foreigner is noted from the time he arises until he retires. His trunks, bags and packages at the hotel are often ransacked for incriminating data. The president of a large corporation in the United States was taking a trip for pleasure, and had only a few of his business cards in his trunk. On his return from a walk about La Paz, the tax collector presented his bill, and when the gentleman protested that he was a tourist and not doing business, the official handed him several of his cards. He had to pay the tax, and later found that his baggage had been ransacked. Custom house employees who examine personal effects often tell the collector that a salesman has arrived, and the apparently innocent request of the hotel proprietor or clerk for your business card may be the beginning of trouble for the uninitiated.

EXORBITANT TAXES

If the tax were reasonable, one would not object, but it is exorbitant, and in some cases would eliminate all profits. The taxes imposed by the various states of the Argentine Republic amount to nearly \$3500 United States gold, and confer the right to sell merchandise in restricted localities for a year only, while in Bolivia the sum required is nearly \$1500. Furthermore the taxes vary with the nature of the material sold. Some of these countries require the traveler to pay taxes on samples, but in most payment can be evaded by mutilating and rendering valueless, except for exhibition, the article in question. In shoes or socks, one sample instead of a pair is all that would be required. Other republics compel salesmen to pay full duty on samples, agreeing to refund the sum when the representative leaves, or else are satisfied with a bond for their value. A



A GLIMPSE OF BRAZIL

Flower vendor crying his wares in the streets of Rio de Janeiro, the capital of the great South American republic. This city has a population of about 1,000,000 and its commerce is extensive.

wise rule is to give a bond through some native concern and never to pay duty in cash, for one seldom receives back the money. I have been carrying for ten years a receipt from a Latin-American Government for \$20, duty paid on my typewriter, in which the government stipulates that the money will be returned on my leaving the republic with my machine. Each time I asked for the money, I received the reply: "I am sorry, senor, but there is no money in the treasury to-day." Properly placed tips to customs officials solve this vexatious problem, and are to be recommended.

FEES IN VARIOUS LANDS

In Brazil no federal license is required, but each state and most of the cities have taxes which vary. Duty is charged on samples, the law stating that 90 per cent. will be refunded when the traveler departs. In Chile no fees are imposed on travelers, and samples are admitted duty free for six months. Various cities of Colombia, notably Cartagena, Medellin, Cali and Santa Marta, impose municipal taxes. Duties are charged on samples, the law stating that 75 per cent. of the same will be refunded on leaving. In this country all samples should be accompanied with consular invoices, otherwise you will have all kinds of trouble. Ecuador imposes a tax of \$50 on each man for each visit to the country, samples being admitted free, provided a proper bond is given. Paraguay exacts a fee from representatives, but owing to its depreciated currency, this is relatively small, and not worth collecting. Samples are readily passed by customs men, for small tips. Peru has no national tax, but Arequipa and Cuzco, inland cities, have a municipal tax of \$12 and \$25 respectively. Samples are admitted duty free for three months. Venezuela makes no charge for travelers or for samples, a condition which is also true of all the British, Dutch and Danish West Indies possessions. Throughout Central America samples may be admitted duty free and the salesman allowed to proceed without taxation by dispensation of gratuities, to those in power.

Preparedness



Preparedness has made the General Roofing Manufacturing Co. the

Big gun of the roofing business

The General's preparedness consists of the three largest and best equipped roofing and building paper mills in the world, for which raw materials are bought in enormous quantities and far ahead.

The General makes one third of all of the rolls of roofing used. All over the world you will find

Certain-teed Roofing

Roofing does not wear out—it dries out. Certain-teed Roofing is thoroughly saturated with our properly blended soft asphalt, and coated with a blend of harder asphalt which keeps the soft saturation—the life of the roofing—from drying out. This produces a roofing pliable yet durable, and impervious to the elements.

Certain-teed Roofing is guaranteed for 5, 10, or 15 years, according to whether it is 1, 2 or 3 ply, but it will last longer.

There is a type of Certain-teed for every kind of building, with flat or pitched roofs, from the largest sky scraper to the smallest structure.

Certain-teed is sold by responsible dealers all over the world, at reasonable prices.

General Roofing Mfg. Co.



New York City Chicago
Philadelphia St. Louis
Boston Cleveland
Pittsburgh Detroit
San Francisco Cincinnati
Minneapolis Kansas City
Seattle Atlanta
Houston London Sydney

FASTEST BOAT IN THE WORLD

10 to 32 Miles per Hour with 4 to 25 H. P.



17-Footer
Complete
K. D. Boat
\$45

All material fitted—including hardware, 195 for finished 17-footer ready for motor. Builder-Agency Wanted.

LOWEST PRICED BOAT IN THE WORLD



15-Footer
Complete
K. D. Boat
\$25

\$45 for finished boat. \$80 for boat with either inboard or outboard motor installed. Send for free catalog showing 100 boats.

BROOKS MFG. CO., 7402 Rust Avenue, Saginaw, Michigan

Delivered TO YOU FREE

A sample 1916 model "Ranger" bicycle, on approval and 30 DAYS TRIAL. Write at once for large illustrated catalog showing complete line of bicycles, tires and supplies, and particulars of most marvelous offer ever made on a bicycle. You will be astonished at our low prices and remarkable terms.

RIDER AGENTS Wanted—Boys, make money taking orders for Bicycles, Tires and Sundries from our big catalog. Do business direct with the leading bicycle house in America. Do not buy until you know what we can do for you. WRITE TO US.

MEAD CYCLE CO., DEPT. 2-174 CHICAGO

Print Your Own

Cards, circulars, book, paper, Press, Large, Rotary, etc. Save money. Print for others. big profit. All easy, no cost. Write factory for catalog. The Press Co. Meriden, Conn.

LAUGHING AROUND THE WORLD

(Continued from page 166)

custom, and so a day or two after they had got settled a Hindu and his wife came to pay their respects. The missionaries talked entertainingly, remarking how good the crops were, how well the rice looked for this time of year and didn't they think the mosquitoes were not quite as bad as common. The visitors agreed—and stayed on. The missionaries began to edge their chairs and nervously glance at the clock, but still the visitors kept their seats. The missionaries made some inquiries about the crops, and asked what was the prospect for dates next year, but still the callers sat. Then they asked about the children; after the whole family had been accounted for the hosts began to let go just the faintest pink edge of a yawn, but still the Hindus sat tight; then the missionaries began to yawn openly, but the visitors only folded their arms and crossed their knees.

"Won't you stay to supper?" asked the wife hesitatingly. "We haven't got much; in fact it is particularly poor this evening."

The callers thanked her enthusiastically and stayed for supper, and after supper they began to look as if they were making preparations for the night, when the wife, patting back a yawn, said something that sounded the least bit like a dismissal for which every Hindu caller waits. At this hint the Hindus politely left, congratulating themselves on how glad the missionaries had been to see them. Since that my friends have mastered all the polite words and phrases that deal with dismissal.

MORE STRANGE NOTIONS

If there is anything that sends a shiver down the back of a Hindu it is to see anyone moisten a stamp with the tongue. It is against his religion to do such a thing, so in every post office in India there are stamp moisteners. He'd rather his letter didn't go than to have to touch it with his tongue. If a postal clerk sees a person moisten a stamp the handiest way, the native clerk keeps that letter between two others so that he won't have to defile himself by touching it. To Hindus saliva is unclean and no amount of money will hire them to have anything to do with anything that has once had saliva on it. For that reason they never use knives or forks; a fork once brought to their mouth is always and ever after that unclean. A white person may accidentally run into a Hindu on the street knocking him down and the Hindu will smile—if his turban isn't knocked off. When that happens it is an insult and he's got to fight.

NO CHANCE FOR FLIRTATION

There's less flirting per square mile in India than in any other country in the world. The glance out of the corner of the eye and the lowered lash is unknown. A Hindu woman has to dress so that it can be told whether or not she is married; it's a pretty safe bet, however, that she is. When a Hindu girl begins to edge up around fifteen without having made the leap her parents begin to spend restless, feverish nights. By the rings in her ears and by the way she wears her hair it may be told if a Hindu woman is married, and sometimes how many children she has. The best evidence that she is married is the child sitting astride her hip. When you go to lift a Hindu child its little legs automatically fly open as if you had pressed a button. Flirting is an almost unknown pastime in India. Even the men have to let the world know if they take their wages home each week unopened. A Hindu man can't go around making innocent women believe that he hasn't a single photo on his dresser, for he has to wear a ring on his toe showing if he has ever walked down the aisle in conventional black at high noon. All a woman in India has to do to see if she is wasting her time is to glance down at the man's toes.

GREAT BEAR SPRING WATER
(50c the case of 6 glass stoppered bottles—A dot.)

In answering advertisements please mention "Leslie's Weekly"



Royal Master Model 10
Price \$100

Stenographers:

your position, your pay, your progress depend upon just this:

THE final and decisive verdict upon you and your ability rests upon your typewritten work.

You may have unlimited skill in shorthand; business terms and technicalities may be as simple as A-B-C to you—

You may be able to "take" dictation that is mumbled and jumbled; you may be able to build a letter or a report on a few hurried sentences—

Clean, clear-cut typewritten work is the best *asset* you have. The perfect presswork of the Royal insures typewriting which will please your employer and help you.

It is a *hardship* to be blamed for imperfect work done with imperfect tools, when the same amount of effort on a Royal Typewriter will produce results that will bring credit instead of criticism.

The Royal Typewriter saves your time; you can do more work and better work with less effort on it; it is instantly and permanently adjusted to your personal touch—it makes worth while the skill and knowledge which cost you money and hard work at business school.

Because the Royal was invented and is built to end the two evils of *excessive repairs* and "trading-out," because its alignment, after years of work, may be immediately restored—it certainly appeals just as strongly to the progressive stenographer as to the progressive employer.

Get the facts. Know the Royal. Before you are satisfied with the response of any typewriter to your skill, realize what the Royal actually means to you. Telephone or write to any branch or agency of ours and a representative will call.



Write for "Facts About the Trade-Out"

Every stenographer who reads this book will appreciate it. We want to place a copy in your hands. We will mail it at once if you write for it.

ROYAL TYPEWRITER COMPANY, INC.

209 Royal Typewriter Building, 364 Broadway, New York City

Branches and Agencies the World Over

"Compare the Work"

No Need to snap the Whip with the **FEDERAL**

It is on the job all the time giving dependable and economical service. Snow and ice, rain and mud, the worst kinds of road or weather conditions do not tie up your traffic department — if it's Federalized.

How about **your** haulage? Are you paying the extra cost in time and money of horse-drawn delivery in these days of the more efficient motor transportation?

You owe it to yourself and to your firm to let us at least show you what other concerns in your line of business have saved with Federalized Transportation. Write today.

Federal Motor Truck Company
Detroit, Michigan



There Are No "Hymns of Hate" in DICKENS—EVERYBODY'S Favorite Author

The man or woman who would not love Dickens could be false to their best friend.

Stories that Breathe the True Spirit of "Peace on Earth Good Will Toward Men"

No family circle where love abounds is complete without one of these sets of IMPORTED DICKENS.

By one of those happy chances that occur as often in the lives of mortals as the traditional blue moon, we have been able to secure another small shipment of Dickens, made by a famous English publisher, to fill the orders left over from our Summer sale.

The balance of these sets we will offer at the name

Extraordinary War Bargain Price

6 Volumes Bound in Red and Gold Illustrations in Duotone **ONLY 3400 Pages \$1.61**

Large Clear Type Feather-weight Bible Finish Paper For the Set

To Dickens lovers in this country—and to the credit of our people be it said their name is legion—we know this will be the most welcome of all announcements.

ORDER NOW SIX BOOKS FOR THE PRICE OF ONE—books full of the sunshine of Dickens' tender, sympathetic outlook on life, of his bubbling humor and riotous fun—BUT YOU MUST BE PROMPT. There are not many sets, and the price only \$1.61, delivered carriage prepaid. First come, first served. Write your name and address plainly on a slip of paper, with money order or check for \$1.61 attached.

Send for list and prices of other Imported Sets—Stevenson, Hugo, Scott, Kipling, Dumas.

BRUNSWICK SUBSCRIPTION CO., 449 Brunswick Bldg., New York City



Own Your Business—Make Two Profits

Be proprietor of big-paying Amusement Business, operating Ten Pinnet, "world's greatest bowling game." Also enjoy local salesman's commission. New, fascinating! Entirely automatic—no upkeep expense or pin boys—just someone to take in money. Everybody plays—men, women, children. Valuable premiums—we furnish coupons. Alleys 38 to 50 feet long. Installed in any room in half-day. Write today for catalog and agent's prices. See what you can make on small investment.

THE TEN-PINET COMPANY, 36 Van Buren St., INDIANAPOLIS, IND.

In answering advertisements please mention "Leslie's Weekly"

GASOLINE AT WORK AND AT PLAY



WINTER TRAVEL BY GASOLINE

The increased power of modern automobiles, and the increased desire of motorists to motor the whole year round, has resulted in a considerable reduction in the proportion of "dead storage" cars during the winter months. The automobile party shown above has scorned the comfortable winter tops and convertible bodies and has not hesitated to choose the snow-covered Pike's Peak automobile highway, at an altitude of 11,500 feet for a Christmas tour.



MOTORCYCLE SLEIGHRIDING IN CANADA

Heavy snowfalls have not deterred a Galt, Ontario, motorcyclist from using his cycle all winter long. He simply removes the tires from the front wheel of the machine and the wheel of the side-car, fits on runners—and travels wherever he pleases. The non-skid tire on the rear wheel gets ample traction in the rut made by the front wheel runner.



MOTOR TRUCK AS RAILROADS' RIVAL

Establishment of a successful motor delivery service between New York and Philadelphia marks an important encroachment of automobile transportation upon the domain of the railway. Congestion due to the piling up of war orders prompted George W. Mink of Philadelphia to start a motor service to carry fresh meat between his city and New York. A daily schedule is now in operation, one car leaving Philadelphia each morning and one returning from New York at the same time. The trucks, one of which is shown in the picture, are 5-ton capacity.

Readers desiring information about motor cars, trucks, delivery wagons, motorcycles, motor boats, accessories or State laws, can obtain it by writing to the Motor Department, LESLIE'S WEEKLY, 225 Fifth Avenue, New York City. We answer inquiries free of charge.



BLUE STREAKS

WHAT'S the use of thinking of any other motorcycle tire, in view of what the whole world knows?

The Goodyear Blue Streak holds every record for speed and endurance—amateur and professional.

Blue Streaks made for road riding are equally good. So good that they have been adopted by every leading motorcycle manufacturer for 1916.

The Goodyear Tire & Rubber Company
Akron, Ohio

GOODYEAR
AKRON
Motorcycle Tires



POULTRY AND GARDEN

Seeds, Roses

Seedling Plants, Fruit and Ornamental Trees, Shrubs, Vines, Hedge—everything for garden, home and orchard beautifully pictured and described in our 1916 catalog—America's Nursery Guide and Authority. Sent FREE, postpaid. Tells all about planting and care, how to have charming garden and attractive home surroundings at small cost.

Catalog FREE

Save Money—Buy Direct. Over 1200 acres, 60 acres of roses, 48 greenhouses, 7 kinds of soil, 62 years experience. Seeds all tested, nursery stock free from disease. No risk. Safe arrival and satisfaction guaranteed.

Write for catalog today.
The Storrs & Harrison Co.
Dept. 142 Painesville, Ohio

AVOCADO—THE COMING FRUIT

Avocados, or alligator pears, now in limited supply, sell at \$2.00 to \$4.00 a dozen. Demand growing rapidly. Only 5 or 6 hundred acres planted; suitable land scarce. Westcoast choice Delta County land, plant and maintain grows for you on basis ensuring profitable investment. Free booklet gives particulars.

Dura Brothers Co., 4th Ave., Larkins, Fla.

GREIDER'S FINE CATALOGUE
of pure bred poultry: 70 breeds illustrated and described, many in color. Perfect poultry guide—all facts. Low prices on stock and hatching eggs. Incubators and brooders, 25 years in business. You need this book. Send \$5. for it today.
B. H. GREIDER, Box 133, Rheems, Pa.

MONEY-MAKING POULTRY
Our new book for 1916 tells about our leading varieties of land and water fowls, also incubators, brooders and squabs. High quality at low prices. \$1.00 year. 96 page catalog FREE.
H. M. Jones Co., Box 157, Des Moines, Ia.

FOY'S BIG BOOK FREE
POULTRY AND SQUABS FOR PROFIT.
An encyclopaedia of poultry information. Written by a man who knows. Leading varieties of poultry and pigeons in various colors. Low prices on birds and eggs.
Frank Foy Poultry Farm, Box 40, Clinton, Iowa

VALENTINE OF PEACE

St. Valentine will soon put on
The postman's coat and cap,
He'll blow the postman's whistle and
He'll rap the postman's rap.
At every door upon his route
He'll leave a missive white,
All powdered o'er with diamond dust
And wreathed with roses bright.

To every maiden may he give
A valentine that brings
A fond and faithful heart among
The golden darts and rings,
To every lover one that holds
Forget-me-nots of blue,
That he may always to his love
Remember to be true.

To all humanity—the Serbs,
The Russians and the Huns,
The Greeks, the French, the turbaned Turks,
The viking's stalwart sons,
The Briton, and our own fair land
Whose glories still increase,
O! may he bring a valentine
That bears the dove of peace

MINNA IRVING

THE SOUTH'S PROSPERITY

Continued from page 162

All this, and more, increased railroad facilities mean to the ports, but they mean fully as much to the communities in the interior—the lumber mills, the turpentine camps, the mines, and quarries and last, but not least, the farms. Put the South in touch with markets and you fill its coffers. It has climate, soil, rainfall, labor and—despite all traditions to the contrary—enterprise. It is finding itself after a long period of depression. Such work as President Megargel has done for Pensacola is what the whole South asks of the North—and it will amply repay those whose faith in its future prompts them to give it financial support now.

NEW YORK'S GOOD SHOWS

ATTRACTIONS TO WHICH YOU MAY SAFELY TAKE YOUR WIFE OR SISTER

Astor	Hit-the-Trail Holiday	Another Cohan
Belasco	The Boomerang	Comedy. Notably good company
Candler	The House of Glass	Forceful, melodramatic crook play
Casino	The Blue Paradise	Tuneful Viennese operetta
Cohan's	Cock o' the Walk	Old Skinner in a clever English satire of the theatre, by Henry Arthur Jones
Comedy	Hobson's Choice	Irresistible comedy of English life
Cort	Princess Pat	Comic opera hit
Eltinge	Fair and Warmer	A laugh from beginning to end
Empire	The Little Minister	Maud Adams in one of her greatest hits
Fulton	Moonlight Mary	Rose Stahl in new Hobart comedy
Gaiety	Erstwhile Susan	Mrs. Fiske in a delightful American comedy
Garden	The Weavers	With Emanuel Reicher
Harris	Sadie Love	Laughable romantic farce
Hippodrome	Hip-Hip Hooray	Biggest variety show in the world
Hudson	The Cinderella Man	Charming little play of Let's-Pretend Land
Irving Place	German stock	Deutches Theater
Knickerbocker	High class moving pictures	
Liberty	Sybil	Three-star cast in the funniest musical play in New York
Longacre	The Great Lover	Leo Ditrichstein in romantic comedy
Lyceum	Our Mrs. McChesney	Ethel Barrymore in breezy comedy
Lyric	Abe and Mawruss	Laughable sequel to Potash & Perlmutter
Maxine Elliott's	The Pride of Race	Robert Hilliard in a sensational but strong drama
New Amsterdam	Margaret Schiller	Elsie Ferguson in Hall Caine's latest play
Palace	First class variety	
Playhouse	Major Barbara	Grace George in new Shavian drama
Princess	Very Good Eddie	Scintillating musical comedy
Punch & Judy	Treasure Island	Splendid production capably acted
Republic	Common Clay	Harvard prize drama
Shubert	Alone at Last	Viennese operetta
Vitagraph	The Unchastened	Comedy of modern domestic scandals
39th Street	Woman	New musical play by the composers of "High Jinks"
44th Street	Katinka	Tense drama of life in the abstract
48th Street	Just a Woman	



Concentration

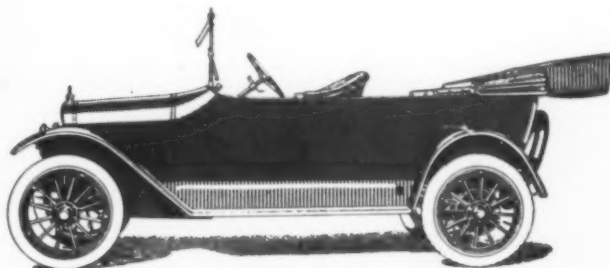
"MAN is not born to solve the problems of the universe, but to find out what he has to do and to restrain himself within the limits of his comprehension."

So spoke one of the world's greatest philosophers. And the same immortal truth has been echoed down the centuries.

Notably, in this era of specialization, the greatest awards are to those who concentrate on a single aim and accomplish it with exceeding skill.

Maxwell Motor Cars are products of concentration. They are built by organized specialists, whose collective aim is the creation of a car of such excellence that we can be justly proud to trade-mark and brand it with our name.

The achievement of this aim is facilitated by the great volume of business necessary to make a low price possible. Thus we "restrain ourselves within the limits of our comprehension," by evolving a car of character that will capably serve a wise and economical public.



One Chassis, Five Body Styles

Two-Passenger Roadster	\$635
Five-Passenger Touring Car	655
Touring Car (with All Weather Top)	755
Two-Passenger Cabriolet	865
Six-Passenger Town Car	915

Full equipment, including Electric Starter and Lights. All prices F. O. B. Detroit.

Maxwell

MOTOR COMPANY, DETROIT, MICHIGAN

Supreme Satisfaction

In your locality there is a SAN-TOX druggist with whom, because of his established reputation for reliability and progressiveness, it will always pay you to trade. You will recognize his store by the sign of the Nurse in the window.

There you will find a Tooth Paste, Face Cream, Talcum Powder, Hair Tonic, Salve, Laxative and many other toilet and household preparations bearing the trade-mark—



The Sign of the Nurse points out the SAN-TOX Druggists

San-Tox

The Public Service Line

any of which are positively guaranteed by the SAN-TOX druggist to give you the utmost in quality and quantity. He will cheerfully refund your money if after using any SAN-TOX preparation it does not more than fulfill your highest expectations.

You can appreciate the meaning of this SAN-TOX Public Service only by actually making a test of one of the 125 or more SAN-TOX preparations.

THE DEPREE CHEMICAL CO.,

Chicago, Ill.



The best place for rest or recreation, or recuperation, is

Atlantic City and CHALFONTE

is especially well adapted to accommodate those who come to secure them

Write for Illustrated Folder and Rates to

THE LEEDS COMPANY

On the Beach

Always Open

COPY THIS SKETCH

and let me know what you can do with it. You may earn \$100.00 to \$125.00 or more per week, as an illustrator or cartoonist. My practical system of personal instruction, devised by me, will develop your talent.

Fifteen years successful work for newspapers and magazines qualifies me to teach you. Send me your sketch of President Wilson with five in return and I will send you a test lesson plus a collection of drawings showing possibilities for you.

The Landon School of Illustrating
1445 Schfield Building, Cleveland, O.



WAR'S HUMAN WRECKS

(Continued from page 155)

Perhaps one of the most interesting sights, especially to a medical man, is an ambulance train in operation. There are now, I believe, four in operation in the British zone and more are being built as rapidly as possible. They are manned by volunteers, under command of regular army doctors and have done much to relieve and aid the men "broke in our wars." From Halluck, during the big attack of last September, where regiment after regiment of Britain's troops was annihilated, the motor ambulances brought the maimed men to a little railroad station about fifteen miles behind the lines. There the train, for all the world like a row of Pullman cars, stood on a siding and kindly hands quickly carried in the wounded. The whole side of the car practically opens out so that the wounded could be placed aboard with a minimum of discomfort and when four hundred men had entrained the cars traveled slowly and smoothly over the perfect roadbed.

"Comfortable" may seem a strange word to apply to the sensation acquired by a badly wounded man—but be it understood that the expression is relative. Imagine being for several days in a muddy trench; with rain, hail and snow, making life as disagreeable as possible; with shells, hand grenades, gases, attacks and counter-attacks every hour and, finally, a bone-shattering or flesh-tearing wound. Perhaps to lie for hours after this with only the assistance that comrades can give you and then to be borne over rough ground for half-a-mile on a jolting stretcher. Follows a swift examination by the doctor of the aid post, perhaps a hasty dressing and then into an ambulance for a run of fifteen miles to the train. The roads are cut up by the wheels of heavy guns and motor trucks; they are slippery with the greasy Belgian mud and, in many cases, there are big shell holes to be dodged—or rushed through. It is only under such conditions that it is possible to realize the comfort there is in being slipped between clean sheets by deft hands, knowing that you are being carried swiftly and smoothly towards care, rest—and "home!"

AN OPERATION EN ROUTE

As the train starts the doctor in charge walks through, accompanied by his dressers. Each case is examined; here and there a bandage is changed and where necessary the blessed morphine injection brings at least a temporary surcease of pain to some sufferer. But one bandage is deeply stained with blood and the red smear is spreading. "Secondary hemorrhage," is the doctor's verdict and a nod to the dresser indicates that an operation is necessary. The wounded man is made as comfortable as possible, a tourniquet is applied by the

dresser while orderlies hurry off to get the operating room ready. This latter apartment is in the center of the train and, excepting for size, differs in no way from a well-appointed operating theater in a good hospital. Thoroughly sterile, with tiled walls and floor, steaming sterilizers, cases of instruments, strong lights and a glass operating table, it is up-to-date in every respect. The patient is given an anesthetic by an assistant surgeon while in his cot, in order to prevent his feeling the pain of removal to the table. Then the signal is carried to the engineer by an orderly and the train comes to a standstill. Quickly the white-robed surgeon performs his office; the soldier is carried back to his cot, and the train resumes its journey.

RESTING MORE EASY

Meanwhile, the other men have been receiving soup or, in most cases, more solid food, and afterwards "Woodbines"—a particularly nasty cigarette to those unused to it, but very dear to "Tommy Atkins"—are distributed. If those who are so strongly opposed to smoking could see the relief that a cigarette gives a wounded man and how it soothes his agony, they might see fit to change their views, at least, in some measure. The men are resting more easy now. Cleanliness and quiet are doing their work. Inquiries are made regarding missing comrades; stories are told of life in the trenches, and chaffing and jokes are freely indulged in. It is strange, however, that few refer to their individual exploits and that there is very little real "war talk."

Then an orderly comes through the train with the announcement that Boulogne is nearing. Into the station of sheds on the quay side goes the train and then comes the business of transferring from cot to stretcher. Some of the wounded go on board the waiting hospital ship which will take them in a few hours to England; the more badly wounded are carried in motors to hospitals in and around Boulogne; doctors, dressers and orderlies take a quick run into town to purchase supplies, make reports or attend to other pressing business, while fresh orderlies change all the bedding, renew the stock of bandages and dressings, food supplies and—cigarettes. The whole train is sterilized and the tiled walls washed down. Soon all is fixed and the old crew is back again. During the run from Boulogne to the front the wearied doctors and their aids take advantage of the time for a nap, perhaps a game of chess or bridge, or a little conversation. Soon the train arrives at the little inland station again and there is a fresh string of ambulances with another load of broken and battered fighting men.

RESTORING OUR FLAG TO THE SEAS

ONE great lesson taught this country by the war in Europe is the need of an adequate American merchant marine. The latter is desirable not only for trade purposes in times of peace, but also as a naval auxiliary in case of war. Nearly everybody recognizes this lack in our national equipment, and many plans for building up our merchant marine have been suggested. Perhaps none is simpler than the one proposed by Mr. Alexander R. Smith, editor of the New York *Marine News*. Mr. Smith would increase by 5 per cent. ad valorem, the duty on all dutiable imports conveyed hither in foreign vessels and would place the same duty on non-dutiable imports brought in such vessels. He would also impose a tonnage tax of 25 cents a ton on all foreign ships entering United States ports. He calculates that such levies would add \$100,000,000 to the nation's revenue yearly which would to some extent relieve the government deficit. It would also provide some protection and prosperity to our industries. Mr. Smith presents historical

proof of the value of his proposition. For 61 years of our history this policy was in full or partial effect, and American ships then carried 80 per cent of our exports and imports. The scheme would work automatically to multiply the number of American ships. It would involve no public expenditures. Impose the discriminating duty and the tonnage tax, and private capital would do the rest. There are, to be sure, trade treaties with other nations which conflict with the plan, but the administration is already seeking to have these terminated or modified in order to give free play to the Seamen's Act. The Democratic majority in Congress has assented to the principle of the discriminating duty, for the present tariff law provides for a discount of 5 per cent in duties on imports in American ships. But Mr. Smith advocates a step much more effective for upbuilding our merchant marine, while it would help the depleted treasury, which the tariff clause referred to does not.

In answering advertisements please mention "Leslie's Weekly"

Knee Crippled Now Walks

Gladys Mitchell, because of Tubercular inflammation of the knee, had a badly deformed limb, as you see in the photograph. The photograph below, and her parents' letter, tell you the results of her treatment at this Sanitarium.

"Gladys now walks back and forth to school (five blocks) and is improving every day. Wish you could have seen her today, out in the snow with her sled giving a little neighbor girl a ride, and later in a snow ball fight. It gives us great pleasure to recommend your institution."

Mr. & Mrs. Guy L. Mitchell,
424 East 9th St., Newton, Kans.



For Crippled Children

The McLain Sanitarium is a thoroughly equipped private institution devoted exclusively to the treatment of Club Feet, Infantile Paralysis, Spinal Diseases and Deformities, Hip Disease, Bow Legs, Knock Knees, Wry Neck, etc., especially as found in children and young adults. Our book, "Deformities and Paralysis"; also "Book of References," free on request.

The McLain Orthopedic Sanitarium
905 Aubert Ave.,
St. Louis, Mo.



Become EXPERT an ACCOUNTANT

Thousands now needed by railroads, big corporations and other firms at \$3,000 to \$10,000 Yearly with excellent prospects of advancement and a future of independence and prosperity. U. limited opportunities await you if you prepare now.

We Train You By MAIL at home, in time, no matter what you work at now. It is not necessary that you already understand bookkeeping. We have a course in Higher Accountancy that prepares you from the ground up. Prepared by noted experts—under direct supervision of Wm. Arthur Chase, ex-Pres. Am. Assn. C. P. A. Examiners and ex-Sec'y, Ill. Board of Exam. Prepares you to pass C. P. A. examinations in any state. **Special Reduced Rate** Write now for facts for a limited time, special reduced rate scholarship. **We Make Terms To Suit You.** **Money-Back Guarantee** If after completion of course you are not satisfied we agree to refund entire amount paid. **WRITE** now for wonderful free book explaining salaries, positions to be had, and proof that we can help you to success as these big positions now. **LaSalle Extension University, Dept. 251 H. Chicago, Ill.**



New Motorcycle Type

Write for our new 1916 catalog. Read the wonderful 1916 improvements above. Other features, too. Every convenience to make riding a pleasure. Send for catalog. The New Arrow—the most wonderful bicycle value ever built. All sizes for boys, men and women. **Pay As You Ride** A small amount down brings you the 1916 Arrow—enjoy riding it right away—pay just a little each month while you ride. Write for rock-bottom direct offer. **WRITE TODAY** Get our new free catalog of this wonderful 1916 Arrow and our rock-bottom offer. While it lasts. No obligations. Don't delay. Write now. Arrow Cycle Co., Dept. 241c, California & 19th St., Chicago, Ill.

Be An Artist

MAKE Money Drawing Comic Pictures. Let the World's famous cartoonist, Eugene Zimmerman, spill a few ideas into your head. Get the Zim Book—it's chock full of valuable suggestions. Price \$1.00 postpaid. Bound in 3/4 Morocco. Satisfaction guaranteed. Money back if book returned in ten days. Address

Zim Book

Desk 2-10, Brunswick Building, New York



Free Trial

Furniture Red Color Chests protect furs and woolsens from moths, mice, dust and damp. Finest wedding or birthday gift. **new Low Factory Prices** 15 days' free trial. Write for 16 page catalog with reduced prices. Postpaid free. Furniture Red Color Chest Co., Dept. 47, Stateville, N. C.



Awarded Gold Medal Panama-Pacific Exposition.

Your Washing Done for 2c a Week

Electric or Water Power Will Do the Work

I have built a new "1900" power washing machine. I consider this machine the most wonderful washer ever put on the market. Tub built entirely of high quality sheet copper, it is the strongest and most durable machine made. It is constructed on a brand new principle and I will guarantee that this machine will not tear clothes, break buttons or fray the edges of the most delicate fabric. It will wash everything from heavy blankets to the finest lace without damage to the goods.

This new "1900" washing machine can be connected with any electric socket instantly and is started and stopped by a "little twist of the wrist" and it will do your washing for 2 cents a week.

I also make a lighter power machine which can be run by water or electric power. On most of these machines the motor will run the wringer too. Just feed in the clothes and this power wringer will squeeze the water out so quickly and easily you will be astonished. It will save 50% time, money and labor every week. The outfit consists of washer and wringer and either electric or water motor, as you prefer and I guarantee the perfect working of each.

I will send my machine on 30 days' free trial. You do not need to pay a penny until you are satisfied this washer will do what I say it will. Write today for illustrated catalog. Address: H. L. Barker, 6254 Court St., Binghamton, N. Y., or if you live in Canada, write to the Canadian "1900" Washer Co., 6254 Yonge St., Toronto, Canada.

Paint Without Oil

Remarkable Discovery That Cuts Down the Cost of Paint Seventy-Five Per Cent.

A Free Trial Package is Mailed to Everyone Who Writes.

A. L. Rice, a prominent manufacturer of Adams, N. Y., has discovered a process of making a new kind of paint without the use of oil. He calls it Lowdown. It comes in the form of a dry powder and all that is required is cold water to make a paint weather proof, fire proof and as durable as oil paint. It adheres to any surface, wood, stone or brick, spreads and looks like oil paint and costs about one-fourth as much.

Write to Mr. A. L. Rice, Manufr., 159 North St., Adams, N. Y., and he will send you a free trial package, also color card and full information showing you how you can save a good many dollars. Write to-day.

To Make Money

Don't be content to plod along on a small salary. Be independent. Go in the tire repairing business. One man says "I made \$60 the first day." Others average \$300 to \$500 a month. Very little capital needed. Job plentiful. Every motorist a possible customer. No experience needed. We teach you.

SHALER Tire Repair Outfit \$60

Improved Wrapped Tread Method used by Tire Manufacturers

Does as good work as the big high priced vulcanizing outfit. A boy can use it. It's the only vulcanizer that has Automatic Heat Control, and can't undercure or overcure a tire. Requires no watching or regulating.

FREE BOOK
"How to Open a Tire Repair Shop." It tells how to make big money. Don't delay. Write quick.

C. A. SHALER CO.
8400 4th St. Wausau, Wis.

MERRY-GO-ROUNDS

MAKE BIG MONEY
We make everything in the Riding-Gallery and Carrousel Line, from the smallest to the highest grade. Bring in hundreds of dollars daily. Finest appearing, easiest running and most attractive line manufactured. Write for catalog and particulars. **HERSCHELL-SPILLMAN CO., Park Amusement Outfitters,** 812 Sweeney Street, North Tonawanda, New York.

AMAZING BARGAIN!

Genuine Standard Visible Oliver Typewriter—latest Model 5 back spacer, tabulator, color writing. Nothing lacking—mental case.
FREE TRIAL—No Advance Payment! Send a little bit each month until our small price is paid. No red tape. Send for our amazing Bargain Offer and FREE Typewriter Book today! No obligation.
TYPEWRITERS' DISTRIBUTING SYNDICATE
1510-1512 P. Wabash Avenue, Chicago.

NORWAY'S PEOPLE

THE Norwegians are among the most interesting people on the globe and their history is a romance. A warm welcome, therefore, should be given by the reading public to "History of the Norwegian People," a well-prepared work by Knut Gjerset, Ph.D., professor of the Norwegian language, literature and history in Luther College, Decorah, Iowa. It comes to us in two attractive volumes adequately supplied with maps and illustrations. The work covers the ground from the earliest traditions of the Scandinavian race to the year 1914. It is comprehensive, scholarly, accurate and in all respects a decidedly valuable historical compilation. Professor Gjerset has evidently consulted his authorities with great care, has thoroughly assimilated his facts and has presented these in a pleasing style. The story, among other very notable matters, covers the doings of the ancient Vikings, the period of Norway's long union with Denmark and her later union with Sweden. The causes which led to separation from the latter are clearly told, and the brave and independent character of the Norwegians is well brought out. The author pays considerable attention to the literature, as well as to the politics and wars, of his native land. His chapter on Norwegian emigration to America and the Norwegians of the United States has an especial interest for Americans. New York, The Macmillan Company. Price \$8.

THE ONLY ONE

From the Bookseller, Newsdealer and Stationer. (N. Y.)
September 15, 1915

LESLIE's, the famous illustrated weekly and the oldest in the United States, has lately made a decided change in its form and appearance. The pages have been shortened somewhat, but have increased in number, so the volume of contents has not been lessened and additional opportunities are offered for attractive advertisement displays. Artistic type, better paper and superior printing are also features of the improvement. These changes in no wise affect the paper's unique character as being the one periodical in this country, according to the publishers, which makes a specialty of covering the world's news in pictures, and in this field it will continue to put forth its best efforts. For sixty years LESLIE's WEEKLY has given to its readers the most important news of the United States and all foreign countries, both in words and pictures, and it is in reality an illustrated newspaper furnishing a survey of the world's happenings in a form that saves the busy person's time and makes a lasting impression.

BOOKS WORTH WHILE

POCKET DIRECTORY OF THE AMERICAN PRESS. (Lord & Thomas, New York, \$3.) A complete list of all publications in the United States, Canada, Porto Rico, Hawaiian and Philippine Islands. Leather bound and in handy size. A valuable adjunct to any business library.

FARM MANAGEMENT. by Andrew Boss. (The Howell Co., Chicago, \$1.50 net.) The efficiency system as applied to the farm. A practical common sense treatise on scientific farming from every angle. A book that should prove a valuable aid to all tillers of the soil, whether reclaiming a small abandoned farm or New Englander operating on a gigantic ranch of the Western ranges.

SHORT TALKS ON RETAIL SELLING. by S. Roland Hall. (Funk & Wagnalls Co., New York, 75 cents net.) Books on business subjects are growing more popular every day and one that deals so practically with a subject so universally vital to business interests is bound to attract attention. The conversational tone of Mr. Hall's little volume arrests the reader's interest and the common sense advice and suggestions it contains should be lasting aids to any salesman.

EFFICIENT LIVING. by Edward Earle Purinton. (McBride, Nast & Co., New York, \$1.25 net.) The art of better living is the theme of one of the sanest books on this subject that has appeared in some time. It contains much that is only theory, but its best and most beautiful idealism is not beyond attainment, for Mr. Purinton shows how to make the ideal in health, mentality and morality an every-day reality. A book capable of untold good if read with conscientious interest.

THE ADVERTISING BOOK, 1916. edited by Paul Terry Cherington. (Doubleday, Page & Co., for the Associated Advertising Clubs of the World, \$2.00.) Mr. Cherington announces for his work the double purpose of explaining modern advertising to those not familiar with its inner workings and of placing before those actively engaged in selling operations the current events in advertising history. The work seeks to fill the need of an advertising year-book and is really an exhaustive compilation, with a practical appendix and index which greatly extend its usefulness as a reference book. The volume contains well-chosen summaries of the familiar problems of the advertiser as they have been dealt with by the best writers on the subject throughout the year.

Slushy Weather Brings Colds



ONE NICKEL

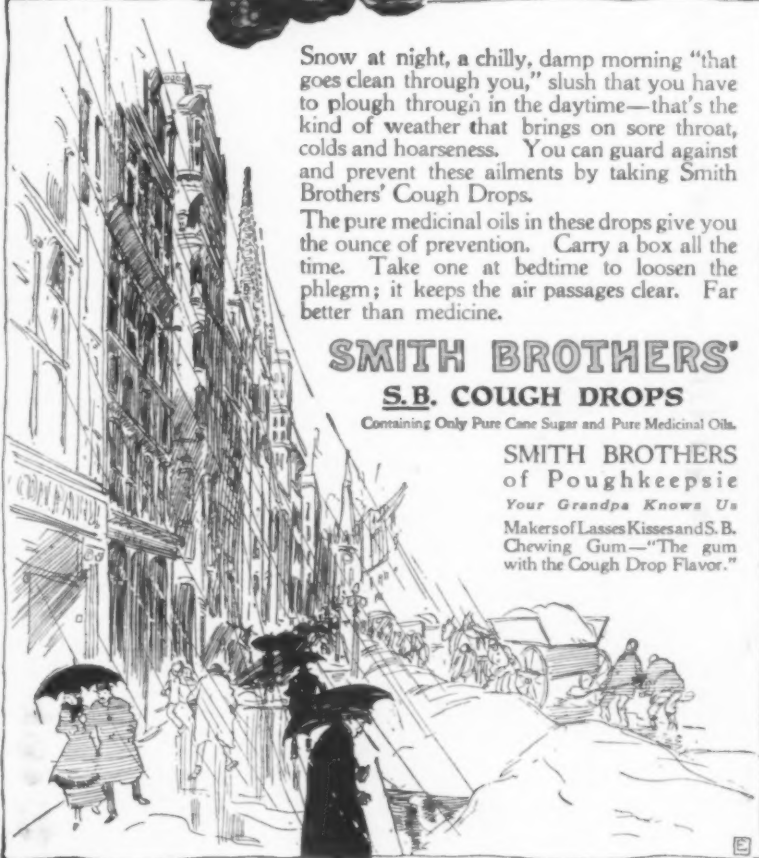
Snow at night, a chilly, damp morning "that goes clean through you," slush that you have to plough through in the daytime—that's the kind of weather that brings on sore throat, colds and hoarseness. You can guard against and prevent these ailments by taking Smith Brothers' Cough Drops.

The pure medicinal oils in these drops give you the ounce of prevention. Carry a box all the time. Take one at bedtime to loosen the phlegm; it keeps the air passages clear. Far better than medicine.

SMITH BROTHERS' S.B. COUGH DROPS

Containing Only Pure Cane Sugar and Pure Medicinal Oils.

SMITH BROTHERS of Poughkeepsie
Your Grandpa Knows Us
Makers of Lasses Kisses and S.B. Chewing Gum—"The gum with the Cough Drop Flavor."



An Appeal in Behalf of the Destitute in Germany

IN co-operation with the American Colony, the American Association of Commerce and Trade in Berlin is maintaining a "Relief Kitchen" in Berlin to show its appreciation to the City and the Government for the hospitality and protection given Americans since the outbreak of the war.

The object of the "Relief Kitchen" is to give a wholesome meal daily to as many distressed persons as the fund, established for the purpose, will permit. About one hundred ladies of the American Colony in Berlin have volunteered to serve the meals. The "Relief Kitchen" is housed in a villa, kindly placed at our disposal by Herr Robert Guthmann, a leading citizen of Berlin, and is fitted with large, spacious rooms, well ventilated, with large, modern kitchen and equipment, especially fitted for the purpose.

The Kitchen was opened to the poor and distressed on October 19th, 1914, and in order to insure its continuation we appeal to charitable America to assist us in this work.

Encouraged by contributions from Americans in Germany, enabling us to give 200 worthy people a good, square meal daily, we appeal to our friends in the United States for funds to increase this number. A contribution of

\$2 will enable us to serve another	20 meals,
\$5 will enable us to serve another	50 meals,
\$10 will enable us to serve another	100 meals,
\$20 will enable us to serve another	200 meals,
\$30 will enable us to serve another	300 meals,
\$50 will enable us to serve another	500 meals,
\$100 will enable us to serve another	1,000 meals.

Contributions should be sent to Messrs. Knauth, Nachod & Kühne, Bankers, William Street, New York City, to the account of the American Relief Kitchen in Berlin.

Contributions will be greatly appreciated and in turn we will send our *Weekly Report* regularly to each donor.

American Association of Commerce and Trade
(Founded 1903)

Equitable Building, Friedrich-Strasse 59-60, Berlin
(Member of the Chamber of Commerce of the U. S. A.)

Patrons: { The American Ambassador Hon. James W. Gerard and Mrs. Gerard
The American Consul-General Hon. Julius G. Lay and Mrs. Lay

In answering advertisements please mention "Leslie's Weekly"

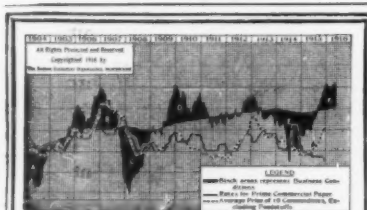
Convenience for Investors

This Company sells 6% Secured Real Estate Certificates in denominations of \$100 and upwards, thus offering a very high class of security to investors of moderate means.

Every Certificate is protected by considerably over its face value of high grade improved Real Estate.

Booklet and full detailed information furnished free on request.

SALT LAKE SECURITY & TRUST COMPANY
SALT LAKE CITY, UTAH



When the War Ends

Be prepared—anticipate what will happen in business by knowing what's happening now. Babson's Reports will post you.

Avoid worry. Cease depending on rumors or luck. Recognize that all action is followed by equal reaction. Work with a definite policy based on fundamental statistics.

Particulars sent free. Write to Department L-14 of the

Babson Statistical Organization
Statistical Block, Wellesley Hills, Mass.
Largest Statistical Organization of its Character in U. S.

A Symmetrical Investment

A railroad combination, diversified among five systems is available to those desiring liberal investment yield and the prospect of increased market value. The Partial Payment Plan makes it possible for you to use your 1916 savings capacity to buy now. We consider the selection a symmetrical investment choice—suitable for \$5,500 or \$53,000.

Send for List 45.

John Muir & Co.
SPECIALISTS IN
Odd Lots

Members New York Stock Exchange
MAIN OFFICE, 61 BROADWAY, N. Y.

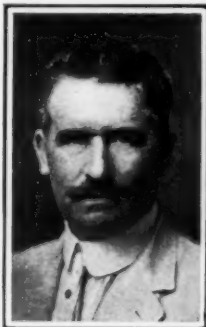
Invest Your Savings

Purchase high grade, dividend paying securities by monthly payments. We show you the way. Write for our Booklet No. 2 "Installment Investment."

Tefft & Co.

Members New York Stock Exchange
8 Nassau St., New York City

JASPER'S HINTS TO MONEY-MAKERS



SAMUEL H. REAMS

Who has been appointed vice-president and general manager of the Durham & Southern Railway, with headquarters at Durham, N. C. The road is owned by James B. and Benjamin N. Duke. Twenty-five years ago Mr. Reams was a brakeman.



J. B. SEDGWICK

President of the Leavitt & Johnson National Bank of Waterloo, Iowa, known as a good friend to the boys and as the originator of one of the largest corn contests in the world. His bank each year distributes more than \$1,300 in prizes among the farmers. Last year 600 persons entered the contest.



R. G. WILLIAMS

Of Worcester, Mass., recently elected chairman of the Committee for Accident Prevention and Workmen's Compensation of the National Association of Manufacturers. He is a member of the American Society of Mechanical Engineers and has lectured much on accident prevention.

NOTICE.—Subscribers to LESLIE'S WEEKLY at the home office, 225 Fifth Avenue, New York, at the full cash subscription rates, namely, five dollars per annum, are placed on what is known as "Jasper's Preferred List," entitling them to the early delivery of their papers and to answers in this column to inquiries on financial questions having relevancy to Wall Street, and, in emergencies, to answer by mail or telegraph. Preferred subscribers must remit directly to the office of LESLIE-JUNIOR COMPANY, in New York, and not through any subscription agency. No additional charge is made for answering questions, and all communications are treated confidentially. A two-cent postage stamp should always be inclosed, as sometimes a personal reply is necessary. All inquiries should be addressed to "Jasper," Financial Editor, LESLIE'S WEEKLY, 225 Fifth Ave., New York. Anonymous communications will not be answered.

It used to be said that iron was the barometer of business. Is it so any more? Some say not, because the renewal of the dividend on U. S. Steel Common was followed immediately by a decline rather than an advance in the stock market, especially in the steel shares. But is this judgment sound? I do not think so.

The general public has little comprehension of the enormous amount of foreign-held securities that are now being unloaded on our market. One estimate has it that U. S. Steel shares to the value of \$50,000,000 already have been sold by British investors. It is no secret that large blocks of the Steel shares were ordered sold by foreign holders as soon as the dividend was declared with an expectation that they would get the advantage of the rise naturally anticipated with a resumption of dividends.

The earnings of U. S. Steel during the past quarter, as reported, were phenomenal. A year ago, a large deficit was reported, while in the last quarter a year's dividends on the common shares were earned. Some of our leading railroad systems are showing almost as phenomenal an increase in earnings, and under ordinary conditions nothing could prevent a rapid advance in high-grade dividend payers like Atchison, Pennsylvania, U. P., S. P., New York Central, St. Paul and others of similar standing.

But foreigners are selling their holdings and taking advantage of the profit they get, not only on the securities, but also on the rate of exchange, for American dollars will buy more English pounds sterling, German marks, or French francs than before the war, and foreigners, it must be remembered, sell their stocks for American dollars.

Nor should it be forgotten that Great Britain is taking over English holdings of the best of American securities and mobilizing them, either to sell, and thus equalize the exchange rate, or to make the accumulation the basis of another loan for war purposes. The first Anglo-French loan was based on the credit of England and France. Some American bankers suggested that if it were based on collateral it would find a

readier response and a wider market. While it is denied that Great Britain contemplates another war loan, based on the collateral of American securities, this denial may prove to be premature.

At all events, foreigners are selling American securities and doing this, to some extent, under compulsion. Patriotic foreigners are selling, also, because they can invest the proceeds in their own Government bonds on almost as profitable a basis as they have found from investments in high-grade American securities.

How far will this liquidation go? No one can tell. Many foreigners undoubtedly, in fear of the outcome of the great war abroad, will prefer to keep out of the war-zone by retaining their investments in the securities of the neutrals, of which the United States is the chief.

At the beginning of the year, I predicted a halt in the upward tendency of the market and a slackening of interest until something of noteworthy importance occurred to affect the market either favorably or unfavorably. We are now in this transition state, waiting for something to happen and in all likelihood will drift along in this way until something does happen either in the shape of good or bad prognostications for the crops, the outcome of the National Conventions or foreign complications that may crystallize in dangerous form. Nor should we forget the possibilities of peace negotiations.

The immediate handicap to the stock market is the persistence of Congress in seeking to increase the burdens of big business and of our captains of industry and of the country generally by extravagant legislation and higher taxes. Some alarm is felt also over the outcome of the difficulties in the coal and railroad fields of employment.

Careful investors are watching the market just now with special interest and I notice that on every decided reaction they stand ready to buy the best of the dividend-paying stocks and the most promising of the speculative securities in the belief that before fall, if crops are up to the ordinary, the market must renew its strength.

B., St. Louis: Uncle Sam Oil stock was quoted by a New York broker lately at $\frac{3}{4}$ of a cent a share. Investors don't buy such stuff.

K., Easton, Pa.: Emerson Phonograph is an enterprise launched so lately that it is still in the non-dividend-paying, speculative stage.

C. P. N., Kalamazoo: A number of governments and municipalities have issued \$100 bonds. Among these are the Anglo-French, Italian Government, Province of Alberta, City of New Orleans, City of New York and City of Chicago. The yield varies from 4 per cent. to 6 per cent.

S., Frederick, Md.: The Standard Oil Co. of California is one of the leading companies of the

(Continued on page 177)



The Security Behind a Farm Mortgage

The six per cent interest-bearing Farm Mortgages offered by us are first liens on cultivated, productive farms of established values located in the heart of agricultural America—Missouri, Illinois, Arkansas and Texas.

Land, the basis of all values, is the most tangible, enduring and permanent foundation for investments. Small and large investors, Trustees and Estates, seeking safety plus an income of 6% can find no form of investment that is more desirable.

Our clients, which include large insurance companies and estates, have purchased from us over \$29,000,000 worth of Farm Mortgages without the loss to them of a dollar in principal or interest. This safety record reflects everything you should expect from our investments. These Farm Mortgages come in amounts from \$500 up and in Mortgage Notes of \$100 and \$500.

Selecting Farm Mortgages

Every Farm Mortgage accepted by us must pass the most rigid tests for safety it is possible to devise. Over fifty questions must be answered, and sworn to in the preliminary application for a loan. These questions embrace every possible safety factor—nothing is left to chance.

Two separate, thorough investigations by experts are then made into the property securing the loan. Never over 50% of the value of the land, exclusive of improvements, is loaned. Over \$20,000,000 worth of applications for farm loans have been refused by us because they did not meet our exacting standards. Do you question any longer why our Farm Mortgages are the choice of investors of experience? The American Trust Company has a capital of \$1,000,000 and assets of over \$7,000,000. It is subject to inspection and examination by the St. Louis Clearing House Association and the State Bank Examiners.

Write For This

Our book "Farm Mortgages" contains much instructive investment information. If you are interested in securing safety with six per cent interest for an investment of any amount from \$100 up we suggest that you write for a complimentary copy. Ask for book No. 105.

Investment Department
American Trust Company
Saint Louis, Missouri



\$95,000,000

Oil "Melon" To Be Cut

¶ This is approximately the huge stock dividend that has been declared by Standard Oil of California in addition to a substantial cash dividend, which is only one more demonstration of the profits that accrue to the shareholders of

THE STANDARD OILS

¶ The declaration means that S. O. of California stockholders will participate in the surplus earnings of the company through receipt of half a share for each share held.

¶ Our free Oil Special will give you a clearer insight to the Standard Oils and the present Oil situation. Ask for 10-D.—including booklet explaining

The Twenty Payment Plan

SLATTERY & CO.
Investment Securities

(Established 1908)

40 Exchange Place New York

SAFETY

the first requirement of every true investor, and a net income of

6%

are afforded by the First Mortgage Serial Bonds we offer you. Denominations \$1,000, \$500 and \$100.

No investor has ever suffered loss on any security purchased of this House, founded 34 years ago.

Write for Circular No. B-602

S.W. STRAUS & CO.
MORTGAGE BOND BANKERS
STRAUS BUILDING CHICAGO, ILL. S.W. STRAUS & CO. NEW YORK, N.Y.

The Basic Facts and Tendencies in U. S. Trade and Finance

These are compiled and published by us weekly, together with our comment thereon. They constitute the chief fundamental factors, influencing activity in securities, commodities and business and are of distinct value to bankers, business men, investors and speculators.

We shall be pleased to mail copies upon request to those interested.

H. F. Bachman & Co.
BANKERS

Members N. Y. Stock Exchange
14 Wall St., New York
Established 1866

L. R. LATROBE & Co.

SPECIALISTS IN ODD LOTS
STANDARD OIL STOCKS
ALL CURB SECURITIES

111 Broadway New York

Partial Payment Plan and Investor's Guide (270 pages), revised to date, also Market Letter mailed free on request.

BONDS Safe and Sure No Income Tax

Accepted by U. S. Government as security for Postal Savings Bank Deposits. Instead of 2% Postal Bank interest, these bonds pay you 4 to 6% We handle nothing but the solid securities. Write for booklet E, "Bonds of Our Country"—FREE New First Nat'l Bank, Dept. 5, Columbus, O.

JASPER'S HINTS TO MONEY-MAKERS

(Continued from page 176)

Standard Oil group. The circular announcing the declaration of a 50 per cent. stock dividend is correct. If you desire to buy the stock, the 20-payment plan offers an easy and reasonably safe way.

C., Diamondville, Wyo.: Colorado Fuel & Iron has a great future, though the stock is a long-pull speculation. Its par is \$100.

A., Seattle, Wash.: Texas Company is reported to be very prosperous owing to the great demand for oil, but your profit is so large that it may be advisable to take it, and buy back on reactions.

M., Rockville, Conn.: National Transit's reduction of par from \$25 to \$12.50 will probably put the company in better trim. The stockholders are to receive a special dividend of \$12.50.

C., New Haven, Conn.: Pierce Oil is a fair long-pull speculation. It has had quite a rise during the past year, but it might be bought on reactions if you can wait. Some stock exchange firms advertise to send special booklets regarding oil stocks.

F., Fort Smith, Ark.: The new Cornelia Copper Co., controlled by Calumet & Arizona, is credited with a large ore body and much is expected of it. But it has not begun to pay dividends, and, in view of the uncertainty of mining, conservative advice would be "Take your \$7 a share profit."

W., Springfield, Mass.: American Malt is a speculation. The pfd pays dividends, and the new management reports increasing earnings. Better hold your common until the market once more runs wild on everything. This usually happens before the final subsidence of the speculative fever.

Z., Lancaster, Pa.: Insiders are taking their profits in coppers just as war order stock owners did when the war stocks were booming. Miami is a fair purchase. Lake Superior, in view of its deficit in earnings and rather poor business outlook, is not attractive.

W. S., New York: Since you can set aside \$100 per month, I suggest you invest five months' savings in a good \$500 bond, paying about 5 per cent. on the partial payment plan, paying \$100 each month. Then, for the next five months, invest in a \$100 real estate or farm mortgage bond issued by substantial firms. Alternate on this basis.

S., New Haven: New Haven is not an investment, but a fair long-pull speculation. Things continue to go well under Chairman Elliott's masterly management and he will extricate the road from its difficulties, but dividends are still distant. New Haven is not more attractive than C. C. C. and St. L. pfd., a Vanderbilt road now earning more than sufficient to restore its dividends of 4 per cent.

W., Washington, D. C.: B. & O., Atchison, Southern Pacific and No. Pacific all in the long run promise to do better. But buy on reactions. A profit is a good thing to take. Seaboard pfd. and Southern Railway common are long-pull speculations. Wabash pfd. A is likely to yield a return sooner than the other two. K. C. S. pfd. at present price has little speculative possibility.

S., Ogden, Iowa: My advice has regularly been against investing in stocks of new insurance companies. These concerns are being organized almost every day, the competition in their field is severe and few of them succeed. If the company you name should fail, you might lose your entire investment. Such risk is needless when standard dividend paying securities can be had from reliable brokers.

Stuck, Rochester, N. Y.: American Chic Co. has recently been offered at \$75 a share. Its last dividend was on the 6 per cent. basis or one-third what it formerly paid when the stock sold at over \$200. The business last year showed a falling off of \$1,000,000 in sales and the earnings were hurt by the heavy Government tax. Darwin R. James, Jr., a business man of high standing, has been elected president. The preferred stock, selling at a little over 80 and paying 6 per cent., is a better purchase than the common at 75. There is \$3,000,000 of preferred and \$8,000,000 of the common.

R., Brooklyn, N. Y.: 1. B. R. T. is a fair business man's investment. American Ice Securities 6's yield a larger return and are well regarded. 2. Don't speculate in wheat on any margin. 3. The Corn Products Company's earnings last year showed a large increase. The pfd stock is paying 5 per cent. but there is 18 per cent. in arrears. The pfd dividend was more than earned last year and it seems safe. The common is a long-pull speculation. The company has a most efficient management, with E. T. Bedford, a well-known captain of industry, as president.

W., Memphis, Tenn.: 1. No stock selling at about \$50 or half of par is strictly an investment, though several offer speculative possibilities. Among these are Colo. Fuel & Iron, American Woolen, C. O. C. & St. Louis. None of these at present pays dividends. Chicago & Great Western pfd lately declared 1 per cent. dividend. If you look for immediate returns you must buy dividend payers, though they will cost you more. 2. Saxon Motor Co. is a strong organization with excellent prospects. Its stock issued at \$75 is now selling at \$71 1/4. 3. Motion Picture Securities Co. is a new enterprise and as such its stock is speculative.

A., Mercersburg, Pa.: 1. Erie common is a long-pull speculation whose dividend prospects have not been improved by the road's recent issue of new convertible bonds. 2. Tonopah Belmont, paying 25 per cent. on par of \$1, is selling at about \$4.50, so that it is not much of a speculation. 3. Tonopah mining pays 100 per cent. on par of \$1, but it sells at nearly \$7. 4. Kerr Lake is selling below par in spite of good dividends, indicating a belief that its

(Continued on page 178)



Operator

Installer

Lineman

Clerk

The Picked Army of the Telephone

The whole telephone-using public is interested in the army of telephone employees—what kind of people are they, how are they selected and trained, how are they housed and equipped, and are they well paid and loyal.

Ten billion messages a year are handled by the organization of the Bell System, and the task is entrusted to an army of 160,000 loyal men and women.

No one of these messages can be put through by an individual employee. In every case there must be the complete telephone machine or system in working order, with every manager, engineer, clerk, operator, lineman and installer co-operating with one another and with the public.

The Bell System has attracted the brightest, most capable people for each branch of work. The training

is thorough and the worker must be specially fitted for his position.

Workrooms are healthful and attractive, every possible mechanical device being provided to promote efficiency, speed and comfort.

Good wages, an opportunity for advancement and prompt recognition of merit are the rule throughout the Bell System.

An ample reserve fund is set aside for pensions, accident and sick benefits and insurance for employees, both men and women. "Few if any industries," reports the Department of Commerce and Labor, "present so much or such widely distributed, intelligent care for the health and welfare of their women workers as is found among the telephone companies."

These are some of the reasons why Bell telephone service is the best in the world.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service

Income

An initial step toward establishing an independent income is the purchase of stock bonds and bonds by the

PARTIAL PAYMENT METHOD which requires a moderate first payment and regular monthly payments.

Dividends paid are credited to purchaser from time of first payment.

Write for Booklet No. 30 giving particulars

HARRIS, WINTHROP & CO.

Members New York Stock Exchange
The Rookery Chicago 15 Wall Street New York

FIRST MORTGAGE RAILROAD BONDS

Yielding

5.38%

Net earnings more than double annual interest requirements

Send for Circular L-37

N. W. Halsey & Co.

New York Philadelphia San Francisco
Chicago Boston Baltimore St. Louis

SOUND FIRST MORTGAGES

The demand in unsettled times for good first mortgages indicates their unusual stability. First mortgages do not shrink in value—they are usually on property worth three times the money loaned. We have loaned over \$1,000,000 and not a single cent lost to any investor or a single first mortgage sale made. Write for booklet describing methods, and list of loans from \$500 to \$50,000.

Aurelius-Swanson Co.
98 State Nat. Bank Bldg. Oklahoma City, Okla.

WOULD YOU

show this standard high grade 42 key fully visible typewriter to your friends and let them see where it excels any other \$100 typewriter, if by doing this and rendering other small assistance, you could easily have one to keep as your own? Then by post card or letter to us simply say, "Mail Particulars."

WOODSTOCK TYPEWRITER CO., Dept. F 150 Chicago, Ill.

Some people have the mistaken idea that investing money in stocks, bonds, mortgages, etc., is only for the very wealthy. They don't understand that nowadays anybody who has any money to invest can do so safely and conveniently through one of a number of established investment houses. There is no excuse for having money lie idle, when it can be invested at substantial interest without trouble or expense. The advertisements in these columns are invitations to you from substantial, successful houses to write to them for information about the attractive investment opportunities which they offer. Why not accept the invitations?

LESLIE'S ILLUSTRATED WEEKLY NEWSPAPER

In answering advertisements please mention "Leslie's Weekly"

Approved by
Harvey W.
Wiley, Di-
rector of
Food, Drug,
and Cosmetics
Administration,
Bureau of
Food, Drug,
and Cosmetics,
Department of
Health.

OLD MEN WHO LOOK YOUNG

DOCTORS will tell you that the secret of this hale old age is perfect elimination. It is constipation that is chiefly responsible for the tragedies of premature age which the pressure of modern life has made increasingly common.

Because of the evident dangers of the laxative habit, specialists in this country and abroad, following the lead of the famous English surgeon, Sir William Arbuthnot Lane, have adopted the mineral oil treatment as a far safer, saner, and more scientific means of encouraging normal movements.

Nujol is the purest form of white mineral oil. It is not a drug nor a laxative, but acts in effect as a mild internal lubricant, facilitating the processes of evacuation and so helping to restore the bowels to normal tone.

Most druggists carry **Nujol**, which is sold only in pint bottles packed in cartons bearing the **Nujol** trademark. If your druggist does not carry **Nujol**, accept no substitute. We will send a pint bottle prepaid to any point in the United States on receipt of 75c—money order or stamps.

Write for booklet, "The Rational Treatment of Constipation." Address Dept. 14.

STANDARD OIL COMPANY
(New Jersey)
Bayonne New Jersey



Nujol

REG. U.S. PAT. OFF.

**February
Film Fun**
AT ALL NEWSSTANDS—10c a Copy—\$1. a Year
Published by
LESLIE-JUDGE CO.
225 Fifth Avenue New York City

PATENT YOUR IDEAS
\$9,000 offered for certain inventions. Book "How to Obtain a Patent" and "What to Invent" sent free. Send rough sketch for free report as to patentability. Manufacturers constantly writing us for patents we have obtained. Patents advertised for sale at our expense.
CHANDLER & CHANDLER, Patent Att'ys
Est. 20 Years, 1010 F. St., Washington, D.C.



"If their wishes all came true"

This print—full colors—just as it appeared on the cover of Judge is ready for the public. Everybody enjoys wishing, even if all their wishes don't "come true." Paul Stahr's happy conception of this popular indoor sport makes your room a more cheerful place to wish in. The price for the full-size color print is twenty-five cents.

LESLIE - JUDGE COMPANY
Art Print Department
225 Fifth Ave. New York City

JASPER'S HINTS TO MONEY-MAKERS

(Continued from page 177)

ore reserves are being worked out. 5. Nipissing lately declared a quarterly dividend of 5 per cent. on par (\$5). It is selling at about \$7.50. The high price of silver is temporarily helping the stock. 6. Jim Butler though selling at about par (\$1), has paid no dividends.

New York, February 3, 1916.

JASPER.

FREE BOOKLETS FOR INVESTORS

Readers who are interested in investments, and who desire to secure booklets, circulars of information, daily and weekly market letters and information in reference to particular investments in stock, bonds or mortgages, will find many helpful suggestions in the announcements by our advertisers, offering to send, without charge, information compiled with care and often at much expense. A digest of some special circulars of timely interest, offered without charge or obligation to readers of Leslie's, follows:

An interesting free booklet of information regarding the requirements of the Income Tax can be had by addressing the Publicity Department, Guaranty Trust Co., 140 Broadway, New York City.

For thirty-six years, Perkins & Co., Lawrence, Kansas, have been selling 6 per cent. first mortgage farm loans in denominations of \$200 and upward. Write to them for their free loan "List No. 716."

The Pioneer Trust & Savings Bank, 14 Pioneer Street, Basin, Wyoming, pays 6 per cent. interest, as the legal rate in Wyoming is from 8 per cent. upward. Write to the above bank for its free booklet entitled "In the Rich Big Horn Basin."

Those who would take advantage of the prosperous conditions and the rise in the stock market, on a conservative and not a speculative basis, should send for free "Booklet B," published by Degener & Burke, members New York Stock Exchange, 20 Broad St., New York.

First mortgages on well-selected Oklahoma farms paying 7 per cent. interest are recommended by the Aurelius-Swanson Co., 28 State National Bank Building, Oklahoma City, Okla. Write to the above company for its free descriptive booklet and list of loans from \$200 upward.

A very convenient plan of making savings bank deposits by mail at 4 per cent. interest has been established by the Citizens Savings & Trust Company at Cleveland, Ohio, one of the largest savings institutions in that State. Write for the above company for its free explanatory "Booklet L."

Savings bank depositors who wish to increase their income 50 per cent. by buying good 6 per cent. first mortgage bonds in denominations of \$100 and upward, making as small a payment as \$5 to begin with, should write to Beyer & Co., 121 Broadway, New York, for their free booklet entitled "How and Their List No. 65."

How to make one's savings the basis for a regular income by buying \$100 bonds yielding over 6 1/2 per cent. is indicated in "Circular L. 12," a copy of which can be had by writing to E. Kane, Zayas & Potts, members New York Stock Exchange, 15 Broad St., New York. These bonds are the obligation of a strong bank and furnish an unusual opportunity for investors.

The plan of buying high-class investment securities, by making a small payment and regular payments thereafter in installments of \$5 and upwards, the purchaser receiving the dividends, is clearly outlined in free "Booklet No. A. 2," entitled "The Partial Payment Plan." Write for a copy to Sheldon, Morgan & Co., members New York Stock Exchange, 42 Broadway, New York.

Investors large and small who seek to diversify their investments by the purchase of bonds paying not less than 6 per cent. are invited to communicate with S. W. Straus & Co., mortgage and bond bankers, Straus Building, Chicago, and 1 Wall Street, New York. This house has been established for over thirty-four years and has secured a wide reputation for the character of its loans. Write to Straus & Co. for free "Circular B. No. 602."

A description of some of the most desirable and attractive railroad and industrial stocks, including those which are strictly in the investment class and others in the speculative class with facts regarding dividends and prices and also an interesting table showing the dividends that stocks will return at various prices from \$50 upward will be found in a new circular just published by Spencer Trask & Co., bankers, 25 Broad Street, New York. Write them for a free copy.

A plan by which with \$140 down and a monthly payment of \$25 one can buy a partial payment plan, one share of each of the five best dividend railroad stocks paying about 5 1/2 per cent. and receive the dividends while completing payments has been laid out for small investors by John Muir & Co., members of the New York Stock Exchange, 61 Broadway, New York. This firm makes a specialty of dealing in odd lots. Write for their "List 45," which describes the above plan.

Fifty years ago real estate mortgages in Chicago brought 10 per cent. and large investments of Eastern funds were made at that time by Francis B. Peabody, founder of the well-known financial firm of Peabody, Houghteling & Co., of Chicago. An interesting story of the fifty years record of this firm has just been printed. It illustrates the progress made in the investment field and the change during the past half century in the investment demand. This little booklet covering the epochal era from 1865 to 1915 can be had by writing for a free copy to Peabody, Houghteling & Co., 10 So. La Salle St., Chicago.

The security and conservatism of, as well as the satisfactory returns from, farm mortgages have led the life insurance companies to invest largely in this form of security with most satisfactory results. The care with which the life companies are required to make their investments commends their example to those who seek the best return at the minimum risk. This is one of the reasons why so many trustees of investors and those who seek security first of all are buying farm mortgages. At other times these could not be had in small denominations. Now they can be as readily purchased by those who have \$100 as by those who have \$10,000 to invest. An unusually interesting and instructive booklet, entitled "Farm Mortgages," has just been issued for free distribution by the Investment Department of the American Trust Co., St. Louis, Mo., one of the largest and strongest companies in the farm mortgage business. Write to above department for free "Booklet No. 104."

CLASSIFIED ADVERTISING SERVICE

Leslie's
ILLUSTRATED WEEKLY

Over 400,000 Copies Each Issue

PATENT ATTORNEYS

PATENTS SECURED OR FEE RETURNED. Send sketch of model for free search and report. Latest and most complete patent book ever published for free distribution. George P. Kimmel, Attorney, 217 Barrister Building, Washington, D.C.

WANTED IDEAS—WRITE FOR LIST OF INVENTIONS wanted by manufacturers and prizes offered for inventions and list of Patent Buyers. Our four books sent free upon request. Victor J. Evans & Co., Patent Attys., 813 Ninth, Washington, D.C.

INVENTORS DO NOT SACRIFICE YOUR INVENTIONS. Get full money value. Reliable book free. Write R. S. & A. B. Lacey, 621 Barrister Bldg., Washington, D.C.

WANTED AN IDEA! THINK OF SOME simple thing to patent. Protect your ideas, they may bring you wealth. Write for "Needed Inventions." Randolph & Co., Dept. 789, Washington, D.C.

HELP WANTED

WORK FOR UNCLE SAM. HE IS THE BEST employer. Big pay, sure work, easy hours, long vacations, rapid advance. Thousands of jobs open this year. I will help you get one. Write for my big Free Book DY 811 today—Earl Hopkins, Washington, D.C.

GOVERNMENT POSITIONS PAY BIG MONEY. Get prepared for "exams" by former U. S. Civil Service Secretary—Examiner. Write today for free booklet 99. Arthur R. Patterson, Rochester, N. Y.

HELP WANTED BY U. S. GOVERNMENT. \$75 month. Vacations. Steady work. Common education sufficient. Pull unnecessary. Write for free list of positions. Franklin Institute, Dept. G132, Rochester, N. Y.

AGENTS

RELIABLE MAN 18 TO 40 WANTED IN EACH locality to represent big sick and accident insurance company with amazing, startling, sensational, new selling plan. Apply quick to W. G. Critchlow, Department 2711, Covington, Kentucky.

WE PAY \$50 A MONTH SALARY AND FURNISH rig and all expenses to introduce our guaranteed poultry and stock powders. Bigler Company, X-676, Springfield, Illinois.

LIVE AGENTS WANTED FOR GUARANTEED line; saves 80 per cent.; big repeater; 150 per cent. profit; exclusive territory; permanent business. Stuart & Co., 30 Main, Newark, N. Y.

MOTION PICTURE PLAYS

WRITE PHOTOPLAYS, SHORT STORIES, Poems; \$100 each. No correspondence course, start writing and selling at once. Details free. Atlas Pub. Co., 357 Atlas Bldg., Cincinnati.

HAVE YOU IDEAS FOR PHOTOPLAYS OR stories? If so, we will accept in any form—criticize free—sell on commission. Hundreds making money. Get details today. Story Rev. Co., 492 Main, Auburn, N. Y.

COINS, BOOKS, STAMPS

WE WILL PAY \$5.00 TO \$50.00 FOR LARGE cent dated 1795. We pay premiums on all large cents, eagle cents, and all rare coins to 1912. Thousands of coins wanted. Send 4c for large coin circular. Numismatic Bank, Dept. 18, Fort Worth, Tex.

\$2 TO \$600 PAID FOR HUNDREDS OF OLD coins dated before 1895. Send 10c for new illustrated Coin Value Book, size 4x7. It may mean your fortune. Clarke & Co., Coin Dealers, Box 86, Le Roy, N. Y.

BOOKS

HOW TO SELL GOODS IN SOUTH AMERICA is clearly told by a sales manager of 25 years' experience, W. E. Aughinbaugh, in Selling Latin America. Read about how to influence sales, bill, collect, etc., in this \$2.870,000,000 market. Sent postpaid for \$2. Circular of information free. Small, Maynard & Co., 16 Beacon St., Boston, Mass.

THE FUNNIEST BOOK ABOUT ADVERTISING. "Wild and Tame Advertising," by Maurice Switzer. Chuck full of humorous comments and parodies. Sent postpaid for 25 cents. Leslie-Judge Co., 225 Fifth Ave., N. Y. City.

Classified Advertiser

Here is what one of our advertisers says of *Leslie's Weekly*. He may be one of your competitors:

"I consider *Leslie's* one of the best advertising mediums on my list. The fact that the majority of requests come from intelligent people proves that *Leslie's* has a high-class circulation."

Guaranteed Circulation 400,000, 95 per cent. net paid.

Edition order now running in excess of 450,000 copies an issue.

Rate \$2.00 a line—minimum four lines. Forms close 21 days in advance of date of issue.

“Enemy War Ships Sighted Off Nantucket Headed Full Speed for New York”

IF YOU should wake up some fine morning and find this startling headline staring you in the face, and you are a pacifist who doesn't believe in preparedness, or a neutral of the grape juice variety—wouldn't it jolt your self-complacency? And yet—stranger things have happened!

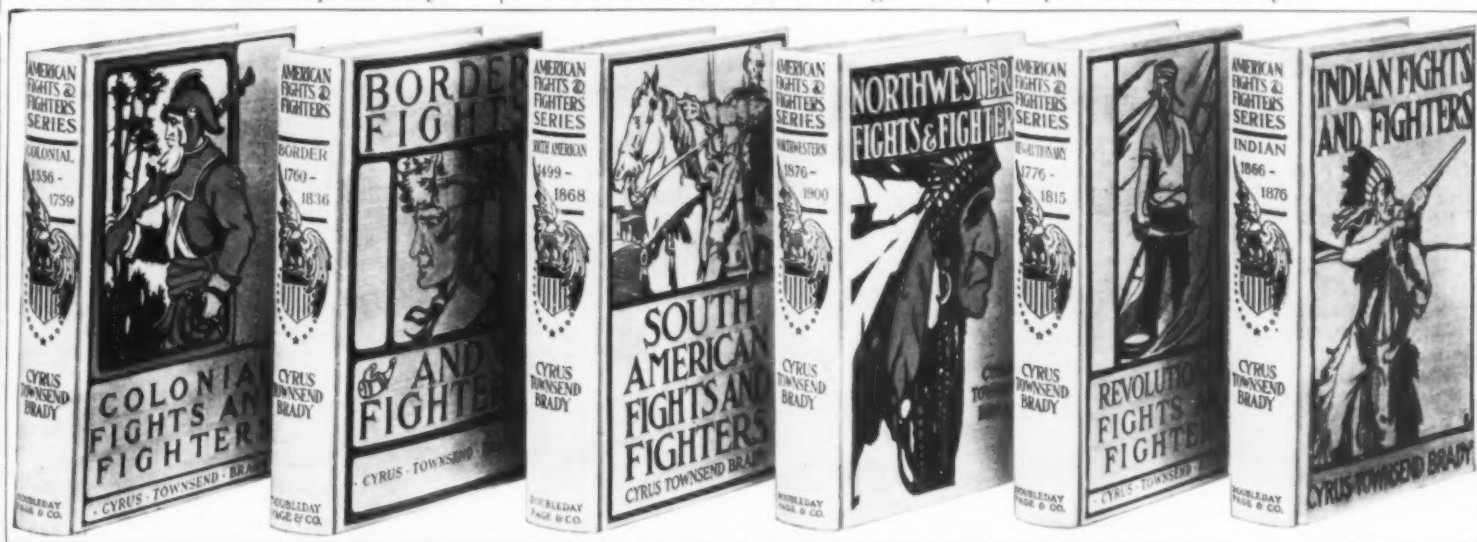
Perhaps like Chinese fathers and mothers you Didn't Raise Your Boy to Be a Soldier. But did you raise him to take orders from little boys of other nationalities whose fathers and mothers did raise them to be soldiers, just as little Chinese boys take orders from little Japanese boys?

YOU WHO love the fleshpots of peace, to whom the clink of gold is more inspiring than the skirling of pibroch, or the martial strains of Sousa—do you ever stop to consider the lot of that race which owns neither country nor flag?

“Breathes there the man, with soul so dead,
Who never to himself hath said,
This is my own—my native land!”

The safety of our country—the perpetuation to a worthy posterity of our national institutions—should be the first consideration of every patriotic American man and woman, native or foreign born.

ONE OF the results of the present war has been an awakening to the primitive, basic virtues—courage, loyalty, self-sacrifice—virtues incarnate in the men and women who did the rough work of wresting from savage foes and European rivals the continents of North and South America, whose thrilling stories are so entertainingly told in “American Fights and Fighters,” the master work of that gifted story teller—known of all readers—Cyrus Townsend Brady.



AMERICAN FIGHTS AND FIGHTERS

A Battle History of America

full of Romance, Tragedy, and Adventure by Land and Sea—Tales of the Conquistadors, the Knights-Errent of Colonization—Yarns of the Gentlemen of the Black Flag, the Dare-Devils Who Sailed Under the “Jolly Roger”—Stories of Colonial and Revolutionary Days—of Bloody Indian Fights told by Major-Generals and Scouts, Frontiersmen, Troopers and Indian Chiefs—Stories of Famous American Duels, by Gallant Gentlemen of the Old School—Splendid Stories of Dauntless Heroism, of Subtle Strategy, of Brilliant Tactics, of Fierce Fighting, which Vitalize the Past and Make One Jealous of the Glorious Title of a Citizen of the United States!

To conquer a continent requires iron courage. To adequately recite the deeds of brave men requires the heroic soul of the doer of brave deeds. The famous author of these six volumes—Cyrus Townsend Brady—tells us that the years spent in collecting and writing these stories were years spent in a labor of love. Himself the descendant of a line of ancestors distinguished for their services to their country, a graduate of the United States Naval Academy, and a veteran of the Spanish-American War, he brought to his task talents of the highest order. And he entertains you often with stories of daring and heroism more wonderful than any your imagination ever pictured—stories gleaned from old unpublished manuscripts, family traditions, and personal recollections of ancient men—relating to incidents which while familiar by name to the reader of history are now for the first time told in detail. Through the magic of these intimate, personal revelations we gain a new conception of America's famous fights and fighters—we take increased devotion to the cause to which they consecrated their lives—the upholding of the honor and dignity of the nation.

A Trumpet Call to American Manhood

American history is full of the elements of romance. The proud, domineering, indomitable Spaniard—the gay, debonair, dashing, brilliant Frenchman—the merciless, lustful, rapacious yet courageous buccaneer—the base, brutal, bloodthirsty pirate—the cool, stubborn, persistent, persevering, heroic Englishman—the hardy Colonist, adding to his old-world stock the virtues generated by the new life in a new land—and the plumed and painted savage with his blood-curdling war cry, his stoic endurance, pass before the reader in these inspiring volumes in brilliant panoramic procession.

If to you, as an American, these things be not of interest, if you do not find them full of tragedy, mystery and romance, the fault is IN YOU and not in the stories, or the way in which they are told. But—

You Will Sit Up o' Nights to Finish These Stories

Because you never knew before how rich in everything that makes fiction alluring are these true stories of the pioneers who did strong men's work in bringing the light of civilization and liberty into the American wilderness. Nowhere but in America would such careers have been possible. As a boy you were fired by the story of Leonidas and his brave Spartans. Do you know the story of David Crockett and The Alamo? “Thermopylae had its Messenger of Defeat, The Alamo had none.” And what about the thirty-two who withstood the attack of three thousand painted fiends at Piney Island—the tremendous dramas of our Indian wars?—have the men and boys of today become so over-civilized—so emasculated—that such tales no longer stir the blood?

Another Brunswick Bargain

Many who have seen our other bargain offers have responded too late. Don't make the same mistake this time—Send your order today—don't wait till tomorrow. We have less than 600 sets to offer at the price named in the coupon, which is a substantial reduction from the publisher's price. Don't lose sight of the fact that

ONLY \$1.00 NOW

and coupon, brings to your door, charges prepaid, these six inspiring volumes, beautifully bound in cloth, attractively decorated in appropriate designs, printed on splendid paper, in good, clear type. Each volume 8 1/4 x 5 3/4 inches. You'll enjoy the illustrations almost as much as the text—over 100 of them—and maps and plans galore. A full index to each volume makes every bit of the contents instantly accessible—the hundreds of stories full of snap and punch, of daring and doing, that appeal irresistibly to all manly men and real boys.

Your money back quick if you don't declare these six volumes the most interesting books you ever read—BUT

Don't Neglect to Send Coupon Today

ATTACH COUPON AND \$1.00 TO YOUR LETTERHEAD

BRUNSWICK SUBSCRIPTION CO. Les 2-10
449 Brunswick Bldg., New York City

Enclosed is \$1.00, first payment on the 6-volume set of American Fights and Fighters, to be shipped, charges prepaid. I agree to remit \$1.00 a month for six months following receipt of books, or to return them at once if not as represented, you to refund my \$1.00.

Name

Address

City State

COLUMBIA



RECORDS

Double-Disc

EVERYBODY joins in when the Columbia Grafonola plays the big song hits of the day. But the latest "hits," *first* recorded and *best* recorded on Columbia Double-Disc Records, are only an indication, a foretaste of the life, the fun, the sentiment, the classic beauty offered in the complete catalogue of Columbia Records, free on request at your dealer's.

New Columbia Records on sale the 20th of every month.

Columbia Graphophone Co.

Woolworth Bldg., New York. Prices in Canada Plus Duty.



Columbia Grafonola 110—

Price \$110

